



The Founder and Head of Trends at Insider Trends, **Cate Trotter** knows what's coming next in the world of retail to keep global brands ahead of their competitors with profitable customer experiences and retail spaces. From The Internet of Things and Wearables to Interactive technologies and Virtual reality, Cate is always on top of the latest tech innovations and trends, both online and in the real world. As a keynote speaker, she teaches companies how to spot and use these in order to boost profits, differentiate their brand, and enhance team thinking for the long-term.

She specializes in navigating complicated subjects and boiling them down into a handful of powerful takeaways, always putting the audience's interests before her own.

Cate launched two successful businesses in her twenties, leading to her being named a Future 100 and Startup 100 entrepreneur. Her entrepreneurial background means she is able to talk from experience in her presentations, rather than an ivory tower.

She has presented to brands such as Unilever, Chanel, Absolut Vodka, Marks and Spencer, Philips, B&Q, DeLonghi and Lego. Her audience of senior team members ranges from Chief Executives, Managing Directors, General Managers and Presidents of global companies. In the past 12 months, she has given presentations in 11 European countries, as well as Peru, Colombia, Guatemala, Honduras, Nicaragua, Mexico City, and New York.

Cate combines unique, powerful insights with solid data, presenting them in a no-nonsense way. She uses inspirational case studies to show how audiences can tap into these trends and get ahead.

Cate's presentations draw on her personal connections and interviews with retail innovators, as well as first-hand experie...

Testimonials

“We enjoyed Cate's dynamism and, of course, professionalism. My team was very happy with the session, I heard that it has been a very long time since they had such level of performance.”

- Chanel, France.

“We loved Cate's energy and confidence! I'd recommend Insider Trends to businesses embarking on a digital journey.”

- Retail Commerce Lead, IBM.

Cate Trotter

Speech Topics

- Technology
- Sales
- Retail
- Inspiration
- Innovation
- Future

