

# Cate Trotter

INSIDER TRENDS

Cate Trotter is the Head of Trends at Insider Trends, a leading London based retail futures agency.

## About

At Insider Trends, Cate has helped brands such as Chanel, Galeries Lafayette, Marks & Spencer, Swarovski, Fujitsu, Metro Group, Samsung, Jaguar Land Rover, Mercedes, Puig, Nike, Lego, Johnson & Johnson, Levi's and EE innovate and create world-leading retail ecosystems.

Cate frequently works with senior team members – including Unilever's CEO, the General Manager of L'Oreal France, Mega Image's CEO, House of Fraser's CEO, Clarks' Managing Director, Tom Tailor's CEO, Carrefour's Chief Operations Officer and the board of Hugo Boss.

She is a very experienced speaker, regularly making keynote presentations to audiences of up to 800 people. 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's experience of setting up two successful businesses in her twenties led to her being named a Future 100 and Startup 100 entrepreneur. She's been quoted 4 times in Forbes magazine and is a RetailWire BrainTrust expert. LinkedIn named her one of the top 15 most listened to professionals in the UK. Vend ranked her as the world's 26th most influential professional in retail.

## Speaking style

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 experience of the world's best retail spaces. This enables her to develop fresh perspectives that challenge and enlighten audiences.

## Examples of topics

Each of Cate's presentations are developed according to the client's brief, interests, themes and challenge. This means each presentation provides as much value, insight and impact as possible.

Sample themes are below - other topics around innovation, the future of retail or the future of business are also absolutely fine.

Any presentation can be followed by a workshop, helping groups turn trends and insights into an action plan that will work for their business. The value from these actions mean that the session will pay for itself many times over.

### **Insightful overviews**

- The Future of Retail
- Key Retail Trends
- Futureproof Retail Ecosystems
- Post-Digital Retail

### **The best of...**

- Digitally native, vertically integrated retail
- Retail in Asia

### **'The Future of...'**

- Luxury
- Loyalty
- Customer Experience
- Technology In Retail
- Sustainability
- Retail Operations
- The Sharing Economy
- Retail Real Estate

### **Sector specific presentations – 'The Future of...'**

- Grocery Retail
- Fashion Retail
- Department Stores
- Beauty Retail
- Telecoms Spaces
- Electronics Retail
- Automotive Retail
- Sports and Activewear Retail
- DIY and Hardware Retail

### **Innovation and future-gazing**

- The World in 2035
- How to Thrive in an Exponential World

## Additional topics

### 'What you missed at...'

Get the lowdown on what took place at some of the world's most important retail shows and conferences without taking 5 days out of the office. Cate and the Insider Trends team will scout shows such as NRF, World Retail Congress, Shoptalk, The Next Web and Seamless Asia and feed the key highlights back to busy office teams. Clients are welcome to give Cate key themes to focus on before she visits the event, ensuring that the right insights and networking tips are brought back.

### Regular retail innovation and trends round-ups

These regular sessions feature the most important developments, insights and innovations from the past quarter, rolled into one easy-to-digest presentation.

## Quotes from Cate

"As the rate of change accelerates, so does the speed of business. To keep up, it's no longer enough to learn from competitors' successes – organisations have to experiment and learn from their own mistakes."

"Technology for its own sake adds nothing. Technology is only ever useful when it is used to satisfy human need in better ways."

## Testimonials

"We loved Cate's energy and confidence! The session had a good balance between being informative and fun. I'd recommend Insider Trends to businesses embarking on a digital journey, which often calls for business transformation and change from tradition."

**Imran Choudhary, Retail Commerce Lead, IBM**

"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**

“Very good presentation – one of the best in years. Thank you.”

**Jamie Smalley, Managing Director, RunBreeze**

“Very interesting and presented very clearly – thanks for a great presentation.”

**Carrie Webb, Creative Director, Paperspace Design**

“It was so great to hear you speak. Your presentation was very thought provoking and inspiring. My colleague and I had a good follow-up conversation about it afterwards. I like the way you present, it’s very clear, there’s solid information, and you bring your personality in. We could have listened to you for much longer. Thank you!!”

**Michael Krueger, Senior Design Manager, Bultmann Design Works, Bremen**

“Being able to stay ahead of the game and identify future innovations has been incredibly valuable. With a relaxed style and presentations jam-packed with relevant and new facts, stats and ideas, we would highly recommend Insider Trends to any forward-thinking organisation.”

**Clare Harris, Business Engagement Manager, The British Library**

“Cate gave us a great speech about blended brand ecosystems and what really fascinated me was her ability to adapt to our specific audience. Displaying great innovations is one thing but making it relevant for our customers made it all so much better.”

**Anders Anderson, Marketing Manager, Avensia**

“The final presentation left the movers and shakers of the retail industry with something very interesting to mull over for the weeks and months to come.

I’m very fond of Cate’s way of working, which is to gently reinforce her hypotheses through an accumulation of case studies and examples. Her slides were something to behold, they made you want to visit every store or try every app she mentioned.

She refers to herself as “the 26th most influential person in retail” but you’d to be hard put to imagine that there are 25 more engaging and delightful thinkers or presenters out there. ”

**Mike Butler, Director, McDonald Butler Associates**