



**Job Title**

The Future Ready Mindset Expert

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**Email**

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**Media & Event Kit (for photos & video)**

<https://allisterspeaks.com/media-kit/>

**Social Networks**

@allisterspeaks (e.g. [linkedin.com/in/allisterspeaks](https://www.linkedin.com/in/allisterspeaks))

**Professional Qualifications**

BA(Hons) European Marketing 1st, DESEM 1<sup>st</sup>, DipM, DipCW (Inst CW),

**Awards**

Winner UK Digital Marketing Personality of the Year 2013 & 2019  
Winner Best Virtual Speaking Consultancy 2022 Lux Awards  
Winner Best Boutique Consulting Firm 2019 Design Rush Awards  
Winner Lester Wunderman Client Award for Outstanding Creative Work  
Winner Direct Lion Awards, Cannes Lions International Festival of Creativity  
Winner Client Service Excellence Award, Corporate Vision Magazine

**Short Biography (<100 words)**

Allister Frost is a business transformation expert and keynote speaker with firsthand experience of thriving through radical change. With thirty years in business, he was Microsoft's first Head of Digital Marketing Strategy and holds multiple awards for his marketing and speaking work. He specialises in helping leaders and teams rethink their relationship with change so they can identify and pursue fresh growth opportunities. His mission each day is simple: to give others the fun daily habits and practical skills needed to become future-ready for life.

**Long Biography (<250 words)**

Allister Frost is a business growth and transformation expert and international keynote speaker who inspires audiences to confidently embrace change for a better tomorrow. His career took an unorthodox turn when he left the security of a traditional manufacturing company to join Microsoft in the fast-growing technology sector. Faced with the dizzying effects of uncertainty and constant change, Allister developed strategies to help his teams thrive in perpetual ambiguity. He now shares the secrets to his success in his talks. He rose to become Microsoft's first ever Head of Digital Marketing Strategy, pioneering revolutionary customer-centric communication channels and creating iconic global brand campaigns.

Allister now works as motivational speaker and consultant to world-leading organisations including Cisco, Worldpay, the NHS, Hyundai, Pfizer, Team GB, Vodafone, the BBC, and more. Through a decade of client projects, he has showed how anyone, regardless of the state of the economy or the nature of their business, can develop the resiliency and passion to keep up with technology-enabled change. With the right mindset and clear sense of purpose, we can all enjoy a lifetime of personal growth and career success.

Allister shares the secrets of his ReadyAlready! cycle on stage and at virtual business conferences and industry events around the world. He specialises in helping people rethink their relationship with technology, so they can identify and pursue fresh growth opportunities. His mission each day is simple: to give others the fun daily habits and lifelong focus needed to become future-ready for life.