

Allyson Stewart-Allen

Principal Consultant

Allyson Stewart-Allen is a renowned adviser, author, speaker, broadcaster, educator and NED whose expertise in brand internationalisation is sought by leading businesses globally.

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About Allyson

Following her early career with blue-chip consulting firms PwC, PA Consulting Group and Hay Management Consultants, Allyson now advises boards of directors and corporate leaders in the services (legal, property and financial), luxury, retail, travel, hospitality and industrial sectors to name a few. Her expertise enables them to lead across cultures, achieve marketing and business development strategies, integrate acquisitions and build their corporate diplomacy skills. Allyson's clients include Aegis, BAE Systems, Burberry, Cadbury, Chanel, HSBC, Lufthansa, NBC Universal, Ricoh, SABMiller and Shell.

Having advised over 290 organisations across 19 sectors and 27 countries, Allyson helps leaders successfully and profitably span international and functional boundaries by giving them the tools to be more effective in a global arena. As author of both editions of best-selling book *Working with Americans*, she helps senior leaders be more effective negotiators, influencers and communicators with their US counterparts as well as those around the globe.

Allyson is also the creator of the LinkedIn Learning programme *Leading International Growth* and is a recognised international broadcaster, keynote speaker and Non-Executive Director.

Experience

- ◆ Strategy Board member for The Chief of Staff Association, an Advisory Board member for the Lloyds British Business Excellence Awards.
- ◆ Recently served as a Non-Executive Director for the CIM Chartered Institute of Marketing, the professional body for the UK's Marketing profession.
- ◆ A frequent keynote speaker at international conferences, including FT Investing in America Summit, London Tech Week, Cannes Lions Festival, Great Britain Trade Expo, Economist Conferences, Institute of Directors Conferences, British American Chamber and The Marketing Society amongst many others.
- ◆ An experienced and frequent commentator lending her insights to TV, radio, print and digital media across the globe. Besides her 4-year slot for Sky News as 'The Muse of Marketing', she has appeared on several television shows including *The Apprentice* and CNBC's *The Business Class*.

Education and qualifications

- ◆ MBA, International Marketing, Drucker School of Management
- ◆ Bachelor of Science, International Marketing, USC Marshall School of Business
- ◆ CIM Chartered Marketer FCIM Member, the Chartered Institute of Marketing, Issued Sep 2023