

Katrina McCarter

Marketing, Sales, Business Growth, Generational Marketing, Consumer Insights

From her first job collecting golf balls to saving enough by age 16 from her after-school KFC for a trip to New York, Katrina McCarter has always known how to make money. Now, as an award-winning international speaker and strategist, she shares the invaluable marketing strategies and insights learned from her days as a sales chief running a \$140 million team for a Fortune 100 company and building her own successful businesses. She cuts through the faff to provide practical steps and action to remove marketing overwhelm.



What sets Katrina apart? Via her own research agency, she's the data driven strategist and collaboration navigator focused on realistic implementation, resilience and real results.

In the realm of successful marketing, customer data is the invisible, invaluable compass guiding strategic decisions. By harnessing its power, Katrina gains deep insights into consumer preferences, behaviours and trends to create targeted and relevant marketing strategies that work. Strategies that enhance customer understanding, optimise budget allocations and can be realistically implemented.

Katrina has reached audiences of thousands across the US, Europe and Australia. She's shared the stage with the likes of Google, Facebook and Audible in New York and Paris. With multiple bestselling books sold globally and a client base including Nissan, NAB, Big 4 Holiday Parks and Thermomix, her research and insights are sought after by small business owners and big business alike.

A five-time B&T Women in Media Awards finalist, Top 50 Small Business Leader and one of Remodista's 100 Women to Watch in Business Disruption, Katrina is the real substance, no nonsense marketer who loves sharing with audiences her actionable steps to eliminate marketing overwhelm. To navigate the marketing minefield. To build businesses, reputations and visibility.

So. Katrina is armed to the teeth with qualifications, experience, expertise and accolades. She's human. She's real. She's authentic. She's really good at informing, inspiring and educating audiences on research-backed strategies that remove overwhelm.

Katrina's topics:

- Marketing Trends
- Marketing With No Money
- Generational Marketing
- The Power of Partnerships
- Marketing & AI
- Growing Small Businesses
- Marketing to Women

Testimonials

“ Katrina ROCKED our stage. In less than 5 minutes she had 350 people in rapturous applause! What more could I ask for?

- ***Dent Global***

“ Katrina delivered a highlight presentation to almost 500 delegates helping our audience of optometrists and their teams better understand Gen Y and Gen Z in order to attract, engage and retain these future eyecare customers.

- ***Provision***

“ Katrina is a global expert whose passion and prowess is boundless and borderless. Her signature speaking style is smart, clear, logical, and action orientated full of case study examples.

- ***Marketing to Women conference USA***

“ Katrina’s presentation was full of great content and plenty of practical examples. We will definitely be working with her again.

- ***Dale Beaumont - Founder, Business Blueprint***

“ Katrina’s delivery was polished and insightful. In a world where technology is personalising everything around us, it’s important that marketers think about the different segments deeply and clearly.

- ***Ad:tech Sydney***

“ It’s been an absolute privilege to work with Katrina who is an expert in her field. Katrina presented at our annual Franchising Conference where she educated, inspired and supported all Franchisees with her 8 Steps program. Katrina’s warm, approachable style makes her relatable and someone I would highly recommend.

- *Playball Kids Sport Australia*

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