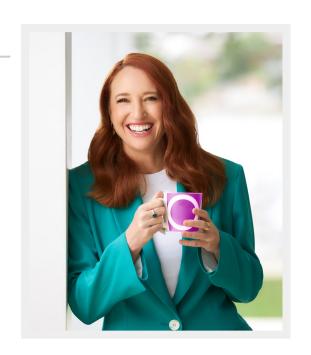


Katrina McCarter

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 job at KFC to fund a trip to New York, Katrina McCarter has always known how to make money. Now, as an award-winning international speaker, bestselling author and business coach, she wants everyone to know the strategies and secrets she learned from her days running a \$140 million team for a Fortune 100 company and building her own successful businesses. More, she wants to share her philosophy that good business equates with happiness and health. You don't have to smash yourself to smash goals.



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. And in business and life, she's done and can talk to it all.

From top tier corporate boardrooms to small biz and solopreneurship, Katrina knows business and marketing inside out and loves sharing the strategies and secrets learned along the way. She's a five-time B&T Women in Media Awards finalist, 2021 Top 50 Small Business Leader and was named by Remodista as one of the 100 Women to Watch in Business Disruption. Katrina has run successful businesses and built impactful communities for over a decade. She's been a hard-nosed sales chief leading \$140 million teams for Fortune 100 companies. She's written bestsellers. She's raised three children. As a business coach, she's helped hundreds of clients build businesses, reputations and visibility.

And she's learned resilience and reinvention are at the heart of results and longevity. In 2021 what success looks like changed for her. She was blindsided by the loss of her marriage, a relative's sudden death and a child's mental health problems. Rebuilding her life, she discovered the healing powers of a support network and breaking out of her comfort zone (think an extreme hike on the Larapinta Trail, a lifechanging achievement for a woman who took a king-sized mattress on camping trips).

It all fuelled her philosophy: If you build a better person, you build a better business.

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, educating and entertaining audiences on business, marketing and dealing with the curve balls life and work throws at you.



She inspires teams and gives great value for money on stage. That's the bottom line. Delivering her proven strategies which participants can implement immediately, Katrina McCarter has earned a global reputation for being easy to work with, having great interactive delivery style, and working across small business and corporate industries. In the words of Nan McCann, producer of Marketing To Moms in New York, "On the page or on the stage, Katrina always delivers."

Katrina's topics:

KEYNOTE TOPICS:

- 1. The Secret language of consumers: Understanding the triggers behind buyer behaviour
- 2. The War for relevance: The single biggest opportunity for your business today
- 3. No budget? No problem: 2023's best ways to market with no money

WORKSHOP TOPICS:

- 1. Generational marketing: How to truly understand buying behaviour in all ages
- 2. Marketing with no money: Attract, convert and retail to ideal customers on a zero budget.
- 3. Marketing to mums: What Australian mums really want.

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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