Access to Experts

Allyson Stewart-Allen , Director , International Marketing Partners Ltd

Allyson Stewart-Allen is an internationally-recognised business advisor, broadcaster, speaker and educator whose expertise in the fields of international marketing and inter-cultural working is sought by international household names growing their markets around the world. A Californian based in Europe for over 25 years, Allyson applies her extensive international consulting experience, languages and MBA education with Dr. Peter Drucker to the company she founded, International Marketing Partners.

Following her early career with blue-chip consulting firms PwC, PA Consulting Group and Hay Management Consultants, Allyson now advises executives and Boards of Directors in the professional services (legal, property, financial and retail), food & drink, travel, consumer goods and industrial sectors to name a few. Her work with clients enables them to lead and manage across cultures, achieve their marketing and business development strategies through successful strategic alliances/joint ventures, organic growth and/or acquisitions.

She is co-author of best-selling book ***Working with Americans*** (Prentice Hall), the *first-ever* business manual exclusively about the US business culture, which helps professionals improve their relationships with and profits from American business partners, bosses and colleagues. The book has received a great response from CNN, Sky News, Financial Times as well as several BBC television and radio programmes. Notably, *Working with Americans* was the first 'business' book to feature at the Hay-on-Wye literary festival. Allyson is also a contributing author in the latest edition of ***The FT Handbook of Management***, ***Win New Business***, as well as authoring ***Marketing in the USA*** (3rd edition, © 2012) for the British Government's Department UK Trade & Investment.

Having recognised the need for international brands to better align their global and local marketing practices, Allyson Stewart-Allen created the **BrandBarometer™** powered by Seattle-based GMI (Global Market Insite), which surveyed a worldwide panel of over 17,000 consumers across 17 countries on their perceptions and direct experiences of the world's most recognised brands.

In addition to her 4-year slot on Sky News Business Report programme as the *Muse of Marketing*, Allyson recently appeared on CNBC's *The Business Class* programme along with her regular and frequent slots as a marketing expert for CNN's *World Business* and *Business International* programmes. She has a regular column in *Market Leader* magazine and is an expert interviewed frequently for CNBC, CNN, BBC, Bloomberg, The Financial Times, USA Today, Business Week, The Wall Street Journal, Newsweek and Fortune magazines.

Allyson is recognised in *The Female FTSE Report 2014:100 Women to Watch* list produced by Cranfield's International Centre for Women Business Leaders as well as being listed in *Who's Who in the World*, *Who's Who in America* and *Who's Who Among Women*. Allyson is a frequent keynote speaker at conferences including The Conference Board, Wilton Park, Economist Conferences, Institute of Directors Conferences, British American Chamber of Commerce, Marketing Society and the American Marketing Association on a variety of global marketing trends and developments.

Allyson is an award-winning educator, the first-ever two-time winner of the European Foundation for Management Development's *Excellence in Practice Award* (2009, 2012) recognising the innovative leadership programmes she created and delivered for London Business School (Lufthansa) and Said Business School - Oxford University (BAE Systems). In addition to her Executive Education work as an Associate Fellow at Oxford University, London Business School, HEC, Aalto and others, Allyson is an active Fellow of the Chartered Institute of Marketing, Fellow of the British American Project, Member of the Marketing Society, Member of the American Marketing Association, International Women's Forum (ForumUK) and serves on the Senior Advisory Board of the Institute for Leadership Studies at Loyola Marymount University in Los Angeles. Until its end-of-mission in December 2010, she was a Senior Advisor for New York-based Business for Diplomatic Action. She also serves as a judge for US-based *The Stevies® International Business Awards*, the UK *Women in Marketing Awards* and the UK National Business Awards' *Excellence in Marketing* category.

Allyson holds a Bachelor of Science degree in International Business from the Marshall School at University of Southern California as well as her MBA from Claremont Graduate University under the direct tutelage of Dr. Peter Drucker. Originally from Los Angeles, Allyson has been London-based since 1988 and is a British and US dual-national.

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