



ABBY DIXON

KEYNOTE, EVENT SPEAKER AND PANEL HOST

AUTHOR - COLUMNIST - PODCAST HOST

FOUNDER - MARKETING & CAPABILITY CONSULTANT

TRAINER - COACH - MENTOR



HONEST... AUTHENTIC... RELATABLE

Abby Dixon is an award-winning marketer and marketing consultant with 25 years experience step changing the growths of brands & businesses and their teams. She is passionate about ensuring the marketers behind the brand and businesses have successful and fulfilling careers, in our challenging yet rewarding profession. Often bringing light to the unspoken issues needing to be addressed, from burnout to much need clarity.

She strives to achieve this through supporting and empowering marketers with the inspiration, clarity and holistic skills (technical, human/soft, leadership and personal understanding) and behaviours to stand in their power to lead the long term commercial agenda and grow the brand and business of tomorrow. As a trusted voice in the marketing community, Abby is an awards judge, popular podcaster and columnist for Marketing Week. Her contribution to the industry was recently recognised as a Campaign 40 OVER 40 winner.

FOR BOOKING ENQUIRIES:

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SAMPLE SPEAKING TOPICS

ARE YOU ARE A WHOLE MARKETER?

Inspire marketers to develop the holistic skills marketer for today need to grow the brands and business of tomorrow to have a successful and fluffing career - Based on the philosophies and skills and behaviours outlined in the acclaimed book.

LATEST THINKING IN MARKETING

Great for marketing teams who want the inspiration and upskilling on the latest approaches, thinking and techniques in our profession and daily practice.

LEADING HIGH PERFORMING (SUCCESSFUL AND FULFILLED) TEAMS

Empower your marketing team to take the reins of their marketing career so it's happening for them, not to them.

STAND IN YOUR POWER

Galvanize your marketing teams to deliver on the true potential of marketing, inspiring them to lead the long-term commercial agenda and grow the brands and business of the tomorrow.

GROWTH MINDSET (SEPERATE THE BEST FROM THE REST)

Introduction to personal understanding and growth mindset for marketers. Great to empower your teams with the motivation to achieve take the reins of their marketing career so it's happening for them, not to them.



"Abby has fantastic energy and an engaging style that captivates her audience. As a group of experienced marketing leaders, our Scholars are not always easy to please, but she was able to educate and inspire them with an air of expertise. She's substance AND style, embodying everything she teaches. We can't wait to have her back."

MARKETING & SPEAKING CREDENTIALS

- Award-winning Consultant and Chartered Marketer and Fellow of the Chartered Institute of Marketing (CIM)
- Accredited Strategic Marketing and Capability Consultant, Course Director and Trainer
- Accredited International Coaching Federation (ICF) coach
- Clients include: Britvic, GSK, Trainline, Edgewell, Aldi, Ferrero, British Library, Lidl, Muller, Motorway, Cisco, Henkel, De'Longhi, Specsavers, CIM and more

AWARDS & INDUSTRY RECOGNITIONS

- Campaign 40 over 40 winner 2024
- Top 50 Kindness Leaders 2020- Financial Times
- Independent Consultant of the Year at the global Women in Marketing (WiM) awards 2019

