

Introductions

Allisyn James



Independent consultant and practitioner with over 25 years' experience

Allisyn is an experienced facilitator and trainer across the full suite of business and commercial capabilities. Known for her strong strategic thinking skills coupled with real tactical expertise, she loves to share best practice and create innovative and immersive training events

Allisyn brings a wealth of industry experience having held senior commercial positions in both client and agency side across multiple categories and in multiple geographies

She has written and delivered many capability academies for multinationals – improving the ability of marketing and sales professionals to stay contemporary and do their job better!

A clear lateral thinker she loves to look through multiple lenses to drive innovation and harness trends to unleash possibilities.

For Allisyn it's all about the consumer at the heart. She is constantly fascinated by people and why they think, feel and behave how they do, and is passionate about driving growth through cultural context.

Life motto: "Always be flexible – change is a given"