

# **Allyson Stewart-Allen**

**Founder, CEO at International Marketing Partners Ltd.**

London, , GB

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## **Description**

Allyson Stewart-Allen is a renowned marketer, whose expertise in brand internationalisation is sought by businesses globally through her consultancy, publications, appearances, mentoring and corporate education.

A Californian based in Europe for over 25 years, Allyson applies her international consulting experience, MBA education with Dr. Peter Drucker and languages (French, German) to the company she founded, International Marketing Partners.

Using its BrandTravel<sup>®</sup> methodology, Allyson helps companies and their leaders to successfully and profitably span international and functional boundaries by giving them the tools to be more effective in a global arena. The benefits clients enjoy as a result include better localisation, increased corporate diplomacy capability and more effective relationships with internal and external stakeholders.

Allyson is co-author of best-selling book *Working with Americans* (Prentice Hall), the first business manual exclusively about the US business culture, which helps professionals improve their relationships with, and profits from, American business partners, bosses and colleagues.

Allyson is an experienced and frequent commentator lending her insights to broadcast, print and digital media across the globe. Besides her 4-year slot for Sky News as *The Muse of Marketing*, she has appeared on several television shows including twice for BBC's *The Apprentice*, CNBC's *Business Class*. Other outlets applying her insights include BBC News, ITV News, CNN, *The Financial Times*, Bloomberg, USA Today, *Business Week*, *The Wall Street Journal*, *Newsweek* and *Fortune* magazines.

Allyson is engaged for her award-winning corporate education experience by both Fortune 500 companies and the world's leading business schools including Oxford University, London Business School, HEC Paris, Duke Corporate Education amongst others. She is the first-ever two-time recipient of the Excellence in Practice Award of the European Foundation for Management Development acknowledging her custom leadership programmes for Lufthansa and BAE Systems.

A frequent keynote speaker at international conferences, she also serves as a judge for the National Business Awards, British American Business CHASE Awards, The Stevies<sup>®</sup> International Business Awards and UK Women in Marketing Awards. She is also a Mentor for the Mayor of London's International Business Programme.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Women, Apparel/Accessories, Banking, Airlines/Aviation, Consumer Goods, Corporate Leadership, Corporate Training, Education/Learning, International Affairs, Professional Training and Coaching, Program Development

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## **Topics**

Learning to be a Leader, International Trading, Finding Partners, Corporate Diplomacy, International Market Research, Cultural Intelligence & Intercultural Competence, Strategic Advice, Marketing Knowledge, Business Disruptors

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## **Affiliations**

Chartered Institute of Marketing (Fellow), Global Board Ready Women (Member), International Women's Forum - Forum UK (Member)

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## **Sample Talks**

### **DIT Webinar: Working with Americans**

Working with Americans: how to build profitable business relationships.

We may both speak English, but that is where the similarities with our American counterparts end. Anybody who has ever done business with Americans can testify to the numerous differences between US business culture and the rest of the world. This webinar will help participants understand key differences, uncover what they can do to better play to their American colleagues' thinking patterns and preferences and develop a better understanding of American business culture. Presented by recognised expert, advisor, educator and author of Working with Americans, Allyson Stewart-Allen will provide insights into the underlying values of the American business culture, effective communication strategies and how to build lasting relationships with American companies, colleagues and bosses.

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## **Past Talks**

### **Chair of the Marketing Judges**

14th International Business Awards ('The Stevies')

### **Voting Panel Member**

UK Private Business Awards

### **Guest Speaker**

Society of Women Engineers Conference

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## **Education**

**Claremont Graduate University - Peter F. Drucker and Masatoshi Ito Graduate School of Management**  
MBA International Marketing

**University of Southern California**  
Bachelor of Science International Marketing

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## **Accomplishments**

**Female FTSE Report - 100 Women to Watch**  
Cranfield University - March 2014

**Excellence in Practice 2012**  
European Foundation for Management Development - June 2012

**Excellence in Practice 2009**  
European Foundation for Management Development

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