



Katie King

Katie King is a published Author, Keynote Speaker and Consultant on Artificial Intelligence (AI) and digital transformation

She has over 30 years' of consulting experience and has advised many of the world's leading brands and business leaders, including Richard Branson/Virgin, o2, Orange, ISS, Accenture, PA Consulting, Huawei, Arsenal Football Club and Harrods. She is the CEO of digital agency Zoodikers, and CEO of a boutique management consultancy AI in Marketing. Katie is a former director of Text 100, part of the Next Fifteen Group Plc.

Katie is a Group Chairperson for the UK PR industry trade body - <https://www.prca.org.uk/about-us/boards-committees/pr-council> and was recently appointed to the UK Government All-Party Parliamentary Group (APPG) task force for the enterprise adoption of AI.

Katie has delivered two TEDx talks and is a frequent commentator on BBC TV and radio. She is also a regular speaker on the international conference circuit and author of *Using Artificial Intelligence in Marketing: How to Harness AI and Maintain the Competitive Edge*, published by Kogan Page in February 2019: <https://www.amazon.co.uk/Using-Artificial-Intelligence-Marketing-Competitive/dp/0749483393>

The book includes case studies and insights from the UK Government including Innovate UK and The Rt Hon Greg Clark, Secretary of State for Business, Energy and Industrial Strategy, as well as from major global brands, new tech disruptors in AI, analysts such as KPMG and PwC, and numerous academics. The book has already received acclaim from leading brands such as Nike, Nestle, the Chartered Institute of Marketing and the Royal Institution of Chartered Surveyors (RICS).