

Like Minds

February 12th: Soho Business Breakfast with Allyson Stewart-Allen

By [Editor](#)

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Allyson Stewart-Allen is a renowned educator, advisor, author, speaker and Non-Executive Director whose expertise in brand internationalisation and creating in-company leadership development programmes is sought by global businesses.



A Californian based in Europe for over 30 years, Allyson applies her extensive international consulting experience, MBA education with Dr. Peter Drucker and languages (French, German) to the company she founded, [International Marketing Partners](#).

She has advised more than 200 businesses in 26 countries including Aegis, BAE Systems, Burberry, Cadbury, Coach, HSBC, Lufthansa, NBC Universal, SAB Miller and Shell and serves as a Board member of the Chartered Institute of Marketing.

Allyson is the author of both editions of her best-selling book [Working with Americans](#) (2nd Edition, Routledge Nov 2019), 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.

An experienced and frequent commentator, she lends 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 five seasons of BBC's The Apprentice and CNBC's The Business Class. Other outlets regularly 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.

A frequent keynote speaker at international conferences, Allyson has appeared on the platforms of The Global Peter Drucker Forum, The Conference Board and Financial Times Board Directors Programme. She is also a judge for the National Business Awards, WeQual Awards, CBI/Amazon Growing Business Awards, PwC UK Private Business Awards and serves as Chair of Marketing Judges for The International Business Awards and the Chartered Institute of Marketing's Marketing Excellence Awards. She is one of the original mentors for the Mayor of London's International Business Programme.

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About The Talk

Anybody who has ever done business with Americans can testify that there are more differences than similarities between Americans and most business cultures in the rest of the world. From etiquette to values, to styles of communication, almost everything can vary enormously.

So how can professionals break into the US market? On February 12th, author Allyson Stewart-Allen will join Like Minds for a breakfast event to explain how to confidently navigate this large, complex and profit-making economy.

Whether you're new to working with Americans, or an experienced internationalist looking to brush up your skills, Allyson will deliver her top tips for connecting with US colleagues, clients, customers and consultants to maximise your success.

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