

# Josh Strutt

Consumer & Retail Expert



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“INSIGHTFUL & ENGAGING PRESENTER.”

Speaker



Retail Doctor Group  
BUILDING TRANSFORMATIVE RETAIL

# KEYNOTE SPEAKER



Josh leads the Consumer Insights division of Retail Doctor Group.

With a diverse professional background in franchising and retail, he utilises experience and a unique and proprietary approach to help retailers and FMCG brands understand their consumers and market opportunities.

Josh integrates Consumer, Global and Business insights to help retailers:

- Understand their “true” customer
- Achieve global best practice within their sector
- Deliver above benchmark performance
- Understand how to implement Insights to create change.

## Global Innovations in Retail '26

Josh presents research - conducted by Retail Doctor Group's Insights Division - on the global innovations shaping retail performance in 2026.

Understand your core market, their subconscious drivers and what your brand really means to consumers.

### Feedback:

*"Josh has some unique insights that incorporate alternative thinking and predictive trends. I find his insights - especially in consumer fashion and athleisure\leisurewear to be in the top percentile. There's a depth of understanding that comes with real-world knowledge, and there's a solid integration here between technical excellence, theory and real-world application of retail performance. Some people surprise you, and Josh is full of surprises."*

# Consumer Insights

## Subject Matter Expert

Different customers need different experiences. Josh will keep you up-to-date with the latest research on human decision-making and show how to use these insights to create actionable competitive advantage for retailers and brands.

He combines classic market research methodology with consumer neurosciences and specialised retail knowledge to tell you what your customers can't.

## Speaking Topics

- **Why We Buy:**  
The Subconscious Drivers of Consumer Decision-Making
- **Beyond Demographics:**  
How Behavioural Segmentation Changes Retail Performance
- **What Your Brand Really Means:**  
Understanding Your Position in the Consumer's Mind
- **From Insight to Impact:**  
Turning Consumer Understanding into Measurable Retail Performance
- **Global Retail Insights:**  
What Leading Retailers Understand About Their Customers That Others Don't

*“Josh offers a unique combination of expert technical market research skills, as well as a deep understanding of what truly motivates consumer behaviour - a must-see presenter!”*

“Smart, incisive”



## Gain a deeper understanding in:

### CORE CONSUMER SEGMENTS

- Your brand specific consumer personality profiles.
- What is the market appetite?
- Who is attracted to your offering?

### GROWTH SEGMENTS

- Who are your potential consumers?
- What are their personality profiles?
- How do you reach and convert them most effectively?

### BRAND IMAGE

- What does your brand stand for in your consumers' minds?
- How to most effectively position the brand through targeted marketing and branding.
- What is the ideal future positioning?

### CONSUMER BEHAVIOUR AND MOTIVES

- Behaviours, perceptions, preferences, barriers, and habits.
- Their paths to purchase (what channels they use).

### CONCEPT TESTING

- Which brand and format treatments connect effectively with identified core segments?



Thank you for your interest in having Josh Strutt present at your next event.

Please [\*\*CLICK HERE\*\*](#) for further information or to arrange a conversation with Josh. We look forward to working with you.

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