

Boilerplate

Karl McKeever is the founder and driving force behind Visual Thinking, a globally recognised visual merchandising agency that has been trusted by retail brands for over 25 years.

A renowned retail expert, Karl's career spans three decades during which time he has worked with an impressive roster of major global retail brands, helping the likes of New Look, Sainsbury's, John Lewis, IKEA and Hunter. He tells the story of how retailers can boost operational efficiency and profitability while delivering more efficient, effective and engaging instore experiences in the highly challenging and competitive modern retail world. It's a story that involves developing clear strategy and policy, innovative approaches to embedding retail best practice and improving knowledge and skills, and a commitment to achieving visual excellence instore.

As a respected voice in the industry, Karl regularly provides incisive comment and analysis on retail issues to UK and international media, has appeared as a retail expert on BBC TV shows 'The Fixer with Alex Polizzi' and an on-screen judge in The Apprentice. More recently, he has also established The Retail Exchange - a retail podcast series dedicated to throwing the spotlight on key issues affecting the retail industry, with insight and opinion from senior industry professionals and thought-leaders.



Enquiries

For media or event speaker opportunities, please get in touch by contacting me on the details below.
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