Retail Disrupted Wins Gold For Thought Leadership at the 5th Annual Signal Awards

Retail Disrupted has won Gold at the 2026 Signal Awards. Hosted by retail analyst Natalie Berg, the weekly podcast explores trends transforming global retail.



Natalie Berg, Retail Analyst and Host of Retail Disrupted

LONDON, UNITED KINGDOM, October 21, 2026 /EINPresswire.com/ -- Retail Disrupted has been named the Gold winner for Thought Leadership in the Shows division of the 5th Annual Signal Awards. This year's program honors podcasts that take creative risks: work that breaks format, takes on hard subjects or finds a new way to reach listeners.

Retail Disrupted is a weekly podcast with the leaders and disruptors shaping the future of retail. At the start of the year, the two-person team adapted the format from an audio-only podcast into video, while continuing to deliver original insights and fresh perspectives on the future of shopping.

"It's an incredible honor to receive this award," said Natalie Berg, Retail Analyst and Host of Retail Disrupted. "When I launched the podcast, my aim was to dive deep into the trends transforming the global retail industry, go beyond the headlines and explore what these changes mean for retailers in practice."

"We've covered everything from AI-powered shopping to store reinvention, speaking with leaders from Amazon, TikTok, Tesco, The Body Shop and beyond. These conversations offer a unique window into the opportunities and challenges shaping retail's future, and I'm delighted to see the podcast recognized for its contribution to retail thought leadership."

Winners are selected by The Signal Awards Judging Academy, an esteemed collective made up of the architects, instigators and trailblazers of the medium. Featured Academy Members this year include Shayne Topp, Host, Smosh Reads Reddit Stories, Dan Roth, Editor in Chief and Vice President, LinkedIn, Crissle West, Co-Host, The Read, Asma Khalid, Co-Host, BBC World's The Global Story, Bobby Finger, Host, Who? Weekly, Graham Litten, Podcast Partnerships, YouTube, Stephanie Kuo, Vice President of Content, PRX and many more.

"Podcasting is no longer defined by a single format, platform or approach to storytelling, and this year's submissions make that evolution impossible to ignore," said Jemma Brown, GM of The Signal Awards. "Charts and download counts can only tell us what's popular. At Signal, our role is to notice the creative risks that are quietly changing what everyone else makes next. This year's Winners offer a first look at podcasting's next chapter."

Each year, The Signal Awards present Gold, Silver and Bronze honors, and the listening public votes for their favorite Finalists to receive the Listener's Choice Award in each category. In 2026, Listener's Choice voting drew over 260,000 votes from 94,000 listeners.

About Retail Disrupted
Retail Disrupted is a weekly podcast with the leaders and disruptors shaping the future of retail. The show explores how technology is reshaping retail, how shopping habits will evolve in the future, and what brands need to do to stay relevant in this digital era. With guests ranging from retail CEOs, business leaders, disruptive brands and top industry experts, there's something for every listener with an interest in the ever-evolving retail landscape.

About Natalie Berg
Natalie Berg is a leading retail analyst and founder of NBK Retail, a London-based consultancy that helps businesses navigate the rapidly evolving world of commerce. A recognized authority on global retail trends, Natalie is the host of Retail Disrupted and a regular TV and radio commentator on retail issues. Her expert analysis has been featured in the Financial Times, BBC, The Times, The Guardian, The New York Times, Forbes and more. Natalie has co-authored two acclaimed industry books, including Amazon: How the World's Most Relentless Retailer Will Continue to Revolutionize Commerce, and she is also an elected member of the KPMG Retail Think Tank, where she provides quarterly insights on the health and dynamics of the UK retail sector.

About The Signal Awards
The Signal Awards recognizes the podcasts that define culture. The awards body is mission-focused on uplifting the podcast medium by recognizing the most potent, meaningful and unprecedented audio projects being made today as decided by The Signal Awards Judging Academy.

Natalie Berg
Retail Disrupted

natalie@retaildisrupted.com
Visit us on social media:
LinkedIn
YouTube

This press release can be viewed online at: https://www.einpresswire.com/article/951070555

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.