

# KEN HUGHES

Leading Consumer, Shopper Behaviouralist  
CX Strategist & Keynote Speaker



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## Long Bio [233 words]

Ken Hughes is now acknowledged as being one of the world's leading authorities on consumer and shopper behaviour, internationally renowned for helping his largely blue-chip client base to understand the future of consumerism.

With over 18 years' experience as CEO of a consumer insight agency, he blends his understanding of consumer & cyber psychology, digital anthropology, behavioural economics and retail futurology to explore the needs of the new consumer and predict the changes to come.

Ken advises some of the biggest brands in the world on customer experience, omnichannel strategy, shopper marketing, retail trends, the millennial and Gen Z shopper and the peer-to-peer economy. As an accomplished author, TED speaker, part-time university professor and actor, his performances are not only insightful and thought-provoking, but are infamous for their sheer energy, entertainment and passion, not to mention his generous Irish wit.

As a behaviouralist and life strategist, he is also passionate about change, success, personal development and motivation, which he brings to life in his work with high performance athletes and executives all over the world.

Every year, Ken shares his thought-disrupting insight with tens of thousands of delegates globally, as one of the most popular keynote speakers booked on the international conference circuit relating to the future of consumerism. Regularly voted best speaker at events to which he is invited to speak, he believes in engaging and delighting event attendees at every opportunity.

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## Medium Bio [150 words]

Ken Hughes is now acknowledged as being one of the world's leading authorities on consumer and shopper behaviour, blending his understanding of consumer & cyber psychology, digital anthropology, behavioural economics and retail futurology to explore the needs of the new consumer and predict the changes to come.

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## Short Bio [100 words]

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## Super Short Bio [68 words]

As one of the world's leading authorities on consumer and shopper behaviour, Ken explores the needs of the new consumer and predicts the changes to come.

He advises some of the biggest brands in the world on customer experience, omnichannel strategy, and the new millennial/Gen Z shopper., while as an accomplished author, TED speaker, part-time university professor and actor, his performances are infamous for their sheer passion, energy and wit.