

KEN HUGHES

Leading Consumer, Shopper Behaviouralist
CX Strategist & Keynote Speaker



General stage introduction

Our next speaker 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, and retail futurology to explore the needs of the new consumer and predict changes to come.

As CEO of a boutique consumer insight agency, he advises some of the biggest brands in the world on Customer Experience, Omnichannel Strategy, the Future of Retail, the Millennial / Gen Z Shopper and the Peer-to-Peer Economy.

He is an accomplished author, TED speaker, part-time university professor and actor, and his performances are not only insightful and thought-provoking, but are infamous for their sheer passion, energy and wit.

We are honoured to have him join us here today.

Please welcome to the stage, Ken Hughes.