

# Ken Hughes

## World's Leading Shopper & Consumer Behaviouralist, Customer Experience Strategist

Please contact a GDA agent for information.

### Topics

- Business Growth / Strategy / Trends
- Customer Relations
- Emcee
- Employee Engagement
- Moderator / Facilitator
- Retail and Consumerism



### About Ken Hughes

Ken Hughes is now acknowledged as being one of the world's leading authorities on consumer and shopper behavior, blending his understanding of consumer & cyber psychology, digital anthropology, behavioral 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, the impact of Artificial Intelligence 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 also infamous for their sheer energy, entertainment and passion, not to mention his generous Irish wit.

Every year, Ken shares his thought-disrupting insight with tens of thousands of delegates globally as one of the most popular keynote speakers and event emcees booked on the international conference circuit relating to the future of consumerism, digital disruption, and the employee experience

### Select Keynotes

- **Love is a Verb: Embedding Customer Connection in a Digital World**

Renowned customer experience strategist Ken Hughes lends his expertise in consumers and innovation to the most important subject of our lives: relationship and connection. Ken's insightful and engaging style brings into play a wealth of experience unpacking some of the greatest questions facing businesses and brands today around customer experience and connection, and encourages us to meet these relationships with the same innovation, playfulness, and action-oriented approach we bring to our personal relationships.

- **The Joy of CX: The Blue Dot Consumer**

This speech is a dynamic analysis of modern consumer values, teaching brands and businesses how to win the race for relevance and thrive in disruptive economies around a consumer centered approach. Ken Hughes entertains and enlightens audiences with this deep dive into consumer expectations, the emerging values of our new consumer and the critical need to balance digital with human connection.

- **The Innovation Engine: Creativity and Innovation**

Self-proclaimed 'play-ologist' Ken Hughes invites us to look within for our unique spark of creativity in this speech adapted from his highly successful TED talk. With humor and impressive performance elements, this high-octane motivational experience challenges individuals and organizations to stimulate our creativity on a personal level, rewire perspectives and approaches, drive innovation, and maximize both our time and our possibilities.

- **The AI Consumer: Marketing to the Machine (Silicone v Soul)**

AI and machine learning are game changers in terms of consumer behavior. AI and data continue to develop and it is only going to get faster. But what will the impact be on people, on shoppers, on consumer behavior? We have B2B and B2C strategies but are we ready for Business-to-Machine (B2M)? Will consumers step out of the decision making and comfortably hand that over to the algorithms and systems they learn to trust? This speech is a high-paced look at the values of the modern consumer and where data science will have the most impact. How AI and data need to be balanced with human connectivity in our CX strategies, why personalization is key and context remains critical.

- **Work 3.0: Why your Employee Experience is Everything**

How do we best inspire and motivate employees in today's society? How do we manage their expectations about wanting to be the CEO within 24-months without crushing their desire to lead? How do we cope with their need for immediate continuous feedback?

Work has changed. From the way we work, the hours we work, to the places we work. Yes, technology has driven a lot of these changes, but the actual expectations of the employee is now the step-change.

Why work needs to stay relevant to those we seek to recruit and retain, and what relevance means in the new economy.

This is work 3.0. It is both exciting and scary, but then most worthwhile things are.

- **Emcee Squared**

Ken's reputation as one of the most sought-after keynote speakers is partly due to his sheer energy, charm and on-stage presence. Add relevant and bespoke content to the mix, short intelligent inter-speaker presentations all day, a powerful keynote address, significant time spent getting to know speakers before your event, gamification & interaction with the audience, and being a 'Golden Thread' that links the event from start to finish, you have a powerful Emcee presence.

### Select Articles

- [Why Retailers Should Apply 'Love Languages' to Improve Customer Relationship](#)
- [Love is a verb: 5 things you need for a healthy customer relationship](#)
- [Love is a verb: deepen your customer relationship](#)
- [Understanding why shoppers buy](#)
- [How to reach the phygital natives of GenZ](#)
- [Forget the Millennials, Gen Z is the future](#)
- [Man & The Machine Part I](#)
- [Man & The Machine Part II](#)
- [Podcast: Understanding Why shoppers buy](#)

### Select Testimonials

"Ken's true talent is the tailoring of his content to our audiences. We have invited him to speak at several different Red Bull events, and his content is always uniquely tailored to that audience and event theme and 'on the money' with our hot topics. He challenges each of us to think outside of the box, and is both an educational and inspirational presenter. His keynotes not only posed some tough questions about the future shape of our industry but he also linked this to the emerging consumer forces evident today. He is as entertaining, and engaging as he is challenging and not to be missed"

— BRIAN KUZ GLOBAL HEAD OF TRADE MARKETING AND INSIGHTS, RED BULL

"Ken delivered a thought provoking and entertaining speech on the needs and desires of younger generations. The talk was highly appreciated by all our coaches and the post-event feedback we received has been outstanding."

— DAVID GOUGH. UEFA

"Mr Hughes' presentation at our ECAMS Aesthetic Medicine Congress was simply out-standing. His insight of consumer behaviour and application to the healthcare industry was astounding and left the delegates eager to address such issues in their businesses. A fast paced and really entertaining keynote speech that no conference organiser should do without"

— DR PETER PRENDERGAST PRESIDENT ECAMS (EUROPEAN COLLEGE OF AESTHETIC MEDICINE AND SURGERY)

Ken is an energetic, thought-provoking speaker. I've had Ken speak at two Google events now and Ken has scored higher than any other speaker I've ever had before, lasting a longtime in the memories of the delegates

— GOOGLE

"As always, Ken delighted our delegates with his vision of the future in Boston. His energy and insight around consumer behavior, technology trends and how these intersect and will change society, consumer behavior and our industry were out-standing. This is one speech every business and brand should hear."

— *GRAEME COOKSLEY. SYMPHONY EYC*

"It was a pleasure working with Ken on our conference. He brought the highest level of professionalism and fun! Feedback from the delegates on his element was extremely positive, simply brilliant. He really does have a unique skill, inspiring and engaging."

— *JOANNE CHARLES. CISCO TECHNOLOGY*

"We have had a number of other presentations on this topic previously but none approached the subject as Ken did. The way in which he brought the millennial consumer to life for the leaders of our business in this keynote speech was as challenging and informative as it was entertaining. This is a must-see speech for anyone in financial services, a real eye-opener"

— *JOHN KEEGAN DIRECTOR OF DISTRIBUTION CHANNELS AT BANK OF IRELAND*

"Ken's presentation made delegates laugh and cry and laugh again. His easy story-telling style meant that delegates were not only engaged throughout but also left with some real thought-provoking content. We are already planning on inviting him back!"

— *KRISTI KAWANNA EVENTS DIRECTOR, G3 COMMUNICATIONS NEW YORK*

"Ken was perfect for our 'Power of Positive CX' congress, really opening the attendee's minds to the possibilities. His style is so engaging that the audience were left buzzing and it really set up the rest of the day for us. If you are looking for a keynote that delivers on CX, this is it."

— *MARCUS HALL. WORLDPAY*

As a B2B brand we needed to stay relevant and connected with our customers during this time. Ken was the first person we thought about approaching and the webinar series he delivered has had such strong feedback. Sessions sold out way beyond our expectations and delegates stayed engaged far longer than we had ever hoped. It was entertaining, informative, and had all the usual magic and sparkle that Ken delivers onstage

— *MICROSOFT*

"Ken's speech at both our US and European CX events really excited delegates for the need to better engage with the new consumer and get personal and experiential. As a speech it was relevant, insightful as well as great fun. An ideal mix."

— *MOLLIE SPILMAN. CRITEO*

I could listen to this guy all day. As always an amazing insight into customers and the essence of CX relationships

— *PAYPAL*

"On behalf of the FNLI we would like to thank you for a superb presentation that provided outstanding food for thought for many. Your insights into the digital shopper gave us all a peek into the dynamics that will shape the future. Our guests were thrilled by your presentation with rave reviews all around"

— *PHILIP DEN OUDEN DIRECTOR FNLI (GROCERY ASSOCIATION) NETHERLANDS*

"We have invited Ken to be part of the Forge Rock Identity Summits all over the world, as we are yet to meet another speaker that has his stage presence, thought provoking content, understanding of our own business and industry, all mixed with that natural story-telling style and wit. He

delivers every time."

– STEVE FERRIS. FORGEROCK