



# Prof. James Woudhuysen

Futurist & Professor of Forecasting and Innovation



CSA Celebrity Speakers Ltd

James Woudhuysen helps clients master new trends in society and innovation, so as to implement major shifts in corporate strategy, marketing, branding and design. He broadcasts about the future of the workplace on Radio 4's You and Yours. He is on the editorial boards of New Design and the Journal of Consumer Behaviour.

## "Thinking About the Future"

### In detail

A physics graduate and author of several books, James is Professor of Forecasting and Innovation at De Montfort University, Leicester. In the 1980s he co-directed Britain's first major study into the future of e-commerce ('teleshopping' in those days). He then moved to the Henley Centre, Britain's best-known think-tank on EU markets, where he built up the firm's forecasting on the broader future of IT and proposed, in 1992, that the Internet be delivered over TV.

### What he offers you

He offers a highly visual, very witty, but deadly serious alternative to myths about the future of work, consumers and technology. An inspirational opponent of politically correct trends in management and beyond, he spells out what to do and how to do it in controversial but deeply insightful style.

### How he presents

James is a master at explaining The Big Picture in a way that convincingly suggests What To Do Next. Reinforced by brilliant visuals, he first makes complex issues simple and then makes them sizzle.

### Topics

Energy and Sustainability  
Technology and the Future of IT  
Human Resources, Change Management and the Future of Work  
Agility, Globalisation, Research and Development  
Market Intelligence, Innovation and Brands  
Construction and Housing  
Consumer Leisure and Play

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2010

Big Potatoes: The London Manifesto for Innovation

#### 2009

Energise! A Future for Energy Innovation

#### 2006

Computer Games and Sex Difference

#### 2004

Why is Construction So Backward?

The Globalisation of UK Manufacturing and Services

#### 2003

Play as the Main Event in International and UK Culture, Cultural Trends