



## William Higham

Consumer Futurist, Speaker, Author and Founder of Next Big Thing



CSA Celebrity Speakers Ltd

William Higham is one of the world's leading futurists and strategy experts. He helps organizations to understand how tomorrow's Smart Consumers will think, feel, behave and how they can benefit from this in their business. His expertise comes from 20 years' consumer experience for companies such as Sony, Virgin and Universal.

**"Today's customer is tomorrow's churn"**

### In detail

William Higham regularly consults for brands and agencies alike. He researches and writes leading edge trend reports, runs management strategy workshops, trend auditing and co-ordinates quantitative field and online research. His passion for cultural and consumer trends led him to launch consumer trends consultancy Next Big Thing. He is also a popular media source for information on consumer trends and writes for Huffington Post and Director. He has worked with a range of clients: brands from AOL and BBC, to Sainsbury's and Telefonica; and agencies from Omnicom to Ogilvy.

### What he offers you

William provides early warning of future market trends. He uses consumer research and systematic analysis of change patterns and cultural dynamics, to help clients identify and target new consumer markets.

### How he presents

His tailored trend interpretation and up to date research are actionable and innovative helping business with solutions for today - and tomorrow. He is a highly popular speaker at internal and public conferences.

### Topics

Future Customer Strategy  
Consumer Trends and Behavior  
Customer Revolution  
Future Proof your Business  
The Rise of Customer-Driven Innovation  
Changing Fortunes  
From Smartphones to Smart Staff

### 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 or e-mail us.

### Publications

**2009**

The Next Big Thing: Spotting & Forecasting Consumer Trends for Profit