



## William Higham

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

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

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.

### 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.

### PUBLICATIONS:

- 2009** The Next Big Thing: Spotting & Forecasting Consumer Trends for Profit

### 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.