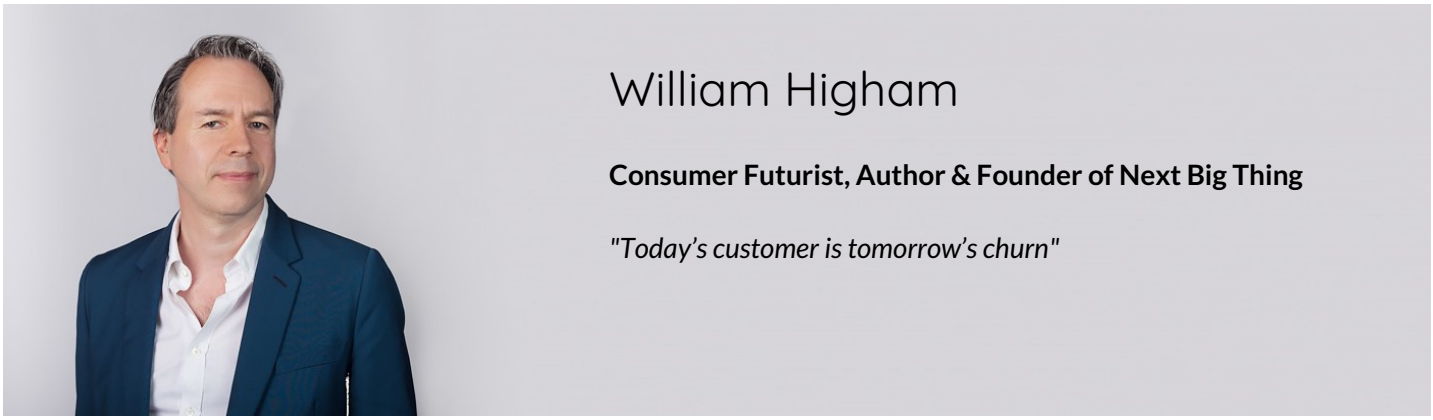


William Higham

Consumer Futurist, Author & Founder of Next Big Thing

"Today's customer is tomorrow's churn"

William Higham is one of the world's leading business futurists and strategy experts. He helps leadership teams prepare for an uncertain future, by creating engaging new strategies and innovative new products for what he predicts their customer's, clients and employee's future needs will be. His expertise comes from 20 years' consumer experience for companies such as Sony, Virgin and Universal.

TOPICS:

- Future Customer Strategy
- Consumer Trends and Behaviour
- 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:

After consulting for media and fashion brands, his passion for cultural and consumer trends led him to launch consumer trends consultancy Next Big Thing. 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. 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 is an expert in business strategy, innovation, consumer behaviour and social and cultural trends. 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.