

# KEN HUGHES

Leading Consumer, Shopper Behaviouralist  
CX Strategist & Keynote Speaker



## Long Bio [233 words]

### Leading consumer & cyber behaviouralist **and customer experience strategist**

Ken Hughes is now acknowledged as being one of the world's leading authorities on consumer and cyber shopper behaviour. He is internationally renowned for helping his largely blue-chip client base to understand the physical, digital and future consumer.

With 20 years' experience as CEO of a consumer insight agency, he blends his understanding of consumer & cyber psychology, digital anthropology, behavioural 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, artificial intelligence, shopper marketing, retail trends, the millennial / Gen Z shopper and the peer-to-peer economy. As an accomplished author, TED speaker, part-time university lecturer and actor, his performances are insightful and thought-provoking. His presentations are infamous for their sheer energy, entertainment and passion, not to mention his generous Irish wit.

Drawing on his history as an actor, while his live stage performances are infamous, he is also now considered one of the world's top virtual speakers, as engaging on screen as he is live in person.

As a behaviouralist and life strategist, he is also passionate about change, leadership, disruption, success, innovation, personal development and motivation. He brings this to life in his work with high performance athletes and executives all over the world.

Every year, Ken shares his thought-disrupting insight with tens of thousands of delegates globally. He is one of the most popular keynote speakers booked on the international conference and webinar circuit relating to the future of consumerism.

Regularly voted 'Best Speaker' at the events where he is invited to perform, he believes in engaging and delighting event attendees at every opportunity, live or virtually.

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## Medium Bio [150 words]

Ken Hughes is now acknowledged as being one of the world's leading authorities on consumer and shopper behaviour, blending his understanding of consumer & cyber psychology, digital anthropology, behavioural economics and retail futurology to explore the needs of the new consumer and predict the changes to come.

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

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## Short Bio [100 words]

Ken Hughes is now acknowledged as being one of the world's leading authorities on consumer and shopper behaviour, blending his understanding of consumer & cyber psychology, digital anthropology, and retail futurology to explore the needs of the new consumer and predict 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 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 infamous for their sheer passion, energy and wit.

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## Super Short Bio [68 words]

As one of the world's leading authorities on consumer and shopper behaviour, Ken explores the needs of the new consumer and predicts the changes to come.

He advises some of the biggest brands in the world on customer experience, omnichannel strategy, and the new millennial/Gen Z shopper., while as an accomplished author, TED speaker, part-time university professor and actor, his performances are infamous for their sheer passion, energy and wit.