



## Ken Hughes

Ken Hughes is internationally renowned as one of the world's leading authorities on how and why people buy. A leading consumer behaviouralist, he helps the biggest blue-chip brands decode consumer values, build customer connection and design customer experience that moves the needle. He blends data with story so teams can create change in real life, not just in theory.

### KEY TOPICS

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- **Love Is a Verb - Embedding Connection In Our "Digital First" World**
- **The Blue Dot Consumer - Understanding the Modern New Consumer**
- **Artificial Intelligence, Where Silicon Meets Soul**
- **Work 3.0 - Why Your Employee Experience is Everything**
- **The Innovation Engine - Fuelling Personal Success**

### BIOGRAPHY

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#### Why Event Hosts Book Ken

If your brief demands sheer energy, clear ideas and generous Irish wit, Ken delivers. He is among the most popular **keynote speakers** booked for leadership meetings, sales kick-offs and every kind of international conference, delighting event attendees with a style that is fast, funny and practical. Regularly voted **Best Speaker**, he reaches tens of thousands of delegates globally each year with thought disrupting insight that people remember and use.

#### Biography In Brief

Ken is an accomplished author, CEO and founder of a consumer insight agency *with more than 20 years at the helm*. His work spans consumer and cyber psychology, digital anthropology, behavioural economics and retail futurology. He explores the peer to peer economy, new consumer values and what all this means for business today. A trained actor, university lecturer and life strategist, he is as strong on video as he is on stage, and he has coached high-performance athletes and senior executives on focus and resilience. Ken shares ideas with humour and humanity so the science lands and sticks.

#### Popular Keynote Topics

##### Love Is A Verb

How to embed human connection in a digital-first world. This session shows leaders how to deepen trust and loyalty across teams and customers, building the customer experience Ken Hughes is known for.

## The Blue Dot Consumer

Your customer at the centre. Expect a clear view of shifting consumer values, instant expectations and what relevance looks like as **AI** matures. In a noisy market, experience is king.

## The Joy Of CX

Why customer experience is your edge. Practical steps to design for delight at every touchpoint, using data with empathy so you create moments people talk about and remember with pleasure.

## Artificial Intelligence: Where Silicon Meets Soul

AI is not only about machines. Ken focuses on influence, emotion and communication as algorithms scale, with case studies you can use tomorrow. It is tech plus heart, measured by outcomes in life and business.

## Work 3.0

Why the employee experience now defines performance and retention. Ken unpacks what authenticity looks like to today's teams, how new consumer values spill into workplace culture and how to build environments where people do their best work.

## The Innovation Engine

Fuel personal development and team creativity. Rewire habits, embrace intelligent risk and create a culture where ideas travel faster and execution follows.

## Speaking Style

- High tempo delivery with sheer energy, story and research
- Witty, personable and audience led, delighting event attendees
- Strong interaction in Q&A, equally effective live or on video

## Ideal For

Leadership summits, customer conferences, client dinners, sales kick-offs and virtual town halls. Whether you need a headline keynote, a fireside chat or a half-day workshop, Ken is a pleasure to brief and easy to work with from first call to follow-up.

## Book Ken Hughes

Share your date, location and audience profile. We will confirm availability and tailor a session that aligns to your objectives and metrics. Ken is one of the most popular **keynote speakers** for organisations that want practical ideas, strong customer experience and a talk people will still be discussing months later.

## WHAT PEOPLE SAY

*"Ken's true talent is the tailoring of his content to our audiences. We have invited him to speak at several different*

*Red Bull events globally, and he always challenges each of us to think outside of the box. He is an educational and inspirational presenter, as entertaining and engaging as he is challenging. Not to be missed."*

— Red Bull

*"Ken is an energetic, thought-provoking speaker. I've had Ken speak at two Google events now and Ken has scored higher than any other speaker I've ever had before, lasting a long time in the memories of the delegates."*

— Google EMEA

*"Ken's speech at both our US and European CX events really excited delegates for the need to better engage with the new consumer and get personal and experiential. As a speech it was relevant, insightful as well as great fun. An ideal mix."*

— Criteo