



A SERVICE OF

nrc
HEALTH

1.877.712.8778
governanceinstitute.com



Ken Hughes

**Consumer & Shopper Behavioralist
Customer Experience Strategist**

Ken Hughes is now acknowledged as being one of the world's leading authorities on consumer and shopper behavior, blending his understanding of consumer and cyber psychology, digital anthropology, behavioral 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, 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 energy, entertainment, and passion, not to mention his generous Irish wit.

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.