

Trend Expert & Innovation Strategist

Henry Coutinho-Mason

Henry Coutinho-Mason is obsessed with answering the biggest question in business: "what will people want next?" Henry Coutinho-Mason is one of the world's leading authorities on consumer trends, having spent a decade as the managing director of TrendWatching. He is the author of "Trend-Driven Innovation" , which lays out a simple, accessible approach to anticipating customer expectations. It forms the basis of TrendWatching's research, content & product that is used by 100,000 B2C professionals at hundreds of the world's leading brands. Henry's latest book "The Future Normal: How We Will Live, Work, and Thrive In The Next Decade", is...

Topics

Artificial Intelligence / Robotics · Change Management · Digitalization / Technology · Economy / Politics · Futurist · Generations · Innovations / Megatrends · Retail / Trade

Languages

English

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