



Henry Mason is an accomplished trend watcher, consumer analyst and speaker. He is also the global head of research for one of the world's leading trend firms, which scans the globe for emerging consumer trends, insights and innovations.

His trend findings help marketers, CEOs, researchers, and anyone else interested in the future of business and consumerism, to dream up new goods, services and experiences for (or even better, with) their customers.

A sought-after keynote speaker who delivers engaging, interactive and intensely practical sessions that show organizations how to both understand changes in consumer behavior and how to seize the subsequent innovation opportunities, Henry Mason has given keynote presentations in over 20 countries across six continents.

Henry Mason is regularly quoted as a trend expert in the media, including in the Guardian, New York Times, The Economist, The Financial Times, El Pais, Exame and many more. He has also appeared on television networks such as CNBC, Al Jazeera Business, the BBC and Brazilian Globo News.

Henry Mason started his career at KPMG, performing financial and strategic due diligence for a wide range of clients, including HSBC, RBS and Mitsubishi.

Henry Mason holds a first class degree in Politics & International Relations from the University of Nottingham.

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Speech Topics

- Marketing
- Innovation
- Customer Service
- Branding

