

HENRY COUTINHO-MASON



One of the leading global experts on consumer trends

Henry Coutinho-Mason is obsessed with answering the biggest question in business: 'What will people want next?'

Based in London, Henry helps clients to understand emerging trends and innovation opportunities, with a particular focus on designing people-first AI strategies. His latest project is VisuAlse Futures, an interactive, multiplayer, AI-powered creative experience that enables audiences to collaborate in real time to create visions of the future.

As co-founder of 3Space, Henry is also an award-winning social entrepreneur. 3Space's innovative approach to creating social value from empty commercial property has been recognised in Fast Company's World Changing Ideas and won the European section of the FT/Citi Urban Ingenuity Awards.

He has written two books on future trends and innovation: *The Future Normal: How We Will Live, Work & Thrive in the Next Decade* (Ideapress, 2023), which was launched with a keynote speech at SXSW; and *Trend-Driven Innovation* (Wiley, 2015), a guide that underpins the research and content of TrendWatching and is used by 100,000 B2C professionals.

He has been quoted as a trend expert in publications such as The Guardian, the FT, HBR, AdMap, the New York Times and the Economist, and has appeared on television networks including CNBC, the BBC and Brazil's Globo News.

As a speaker, he has delivered over 150 inspiring and practical keynotes and workshops in more than 30 countries, with multiple repeat bookings from leadership teams at companies such as J&J, Calvin Klein, Mastercard and the Tata Group. He is also a guest lecturer at HEC Business School in Paris.

Fun fact: he was also included in GQ's Most Connected Men in Britain list for 2016.

Topics (Selection):

- The future is normal: Emerging key trends that will transform your industry
- Succeeding in the age of AI: Developing an AI strategy that puts people first

Publications (Selection):

- *The Future Normal: How We Will Live, Work and Thrive in the Next Decade*, 2023