

HENRY COUTINHO-MASON



One of the leading global experts on consumer trends

Henry Coutinho-Mason is one of the world's leading authorities on emerging trends and innovation. He 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. 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 and 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 more than 200 inspiring and practical keynotes and workshops in over 30 countries, with multiple repeat engagements from leadership teams at companies such as Johnson & Johnson, Calvin Klein, Mastercard and the Tata Group. He is also a guest lecturer at HEC Paris and was keynote speaker at SXSW 2026.

His latest keynote, VisuAlse Futures, is a multiplayer keynote that engages the entire audience and turns their sketches into strategic insights live on stage, creating a shared AI-powered creative experience.

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

Topics (Selection):

- VisuAlse Futures: World's First Interactive Keynote
- 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
- Trend-Driven Innovation, 2015