



Ken Hughes

FUTURIST · TEDX SPEAKER

Global Customer Experience Strategist, Leading Consumer Behaviouralist & Award-Winning Keynote Speaker

About:

- **Gender:** Male
- **Nationality:** Ireland
- **Languages:** English
- **Travels from:** Ireland

Engagement Types:

- After Dinner Engagement
- Moderating and Emcee
- Speaking

Biography Highlights

- Ken Hughes is one of the world's most respected voices on customer experience, modern consumer behaviour and brand engagement. With over two decades advising Fortune 500 brands, he explores the intersection of psychology, technology, and human connection. Known as The King of Customer Experience, his dynamic keynotes help organisations build emotional relevance in a disruptive world.

Biography

Ken Hughes' background

Ken Hughes is one of the world's leading authorities on consumer behaviour, customer experience, and the psychology of human connection. His mission? To help brands move beyond transactions and build emotional relevance in everything they do.

With over 20 years advising global organisations across retail, tech, finance, healthcare and beyond, Ken blends behavioural science, digital anthropology, and storytelling to decode the modern consumer — and the future one.

He is known for his electrifying stage presence, blending deep insight with humour and theatrical energy to provoke real change in how businesses

Topics:

- Brand Strategy
- Business Strategy & Growth
- Customer Experience & Marketing
- Customer Loyalty & Retention
- Digital Customer Experience
- Employee Experience
- Employee Wellbeing
- Innovation & Digital Transformation
- Leadership & Management
- Motivation and Inspiration
- Technology & AI
- Workplace Psychology

engage their audiences. Named one of the Top 50 Global CX Influencers, Ken speaks over 80 times a year across five continents, and is a regular presence at the world's leading conferences.

Ken is also a part-time university lecturer, TED speaker, and published author. As CEO of a CX insight agency, he has helped Fortune 500 companies unlock growth through customer-centricity, brand loyalty, and future thinking. His recent keynotes explore themes like AI disruption, the Gen Z & Gen Alpha mindsets, emotional loyalty, and experience innovation.

Off stage, Ken is passionate about creativity, performance, and psychology. He works as a life strategist with elite athletes, entertainers, and C-suite leaders, helping them unlock peak personal performance.

Some personal facts:

- Ken has a background in theatre and still performs improv, bringing that energy and timing to every keynote.
- He splits his time between Ireland and international stages — but always makes time for wild Atlantic swims.
- Known for his signature wit and curiosity, Ken believes playfulness is one of the most underestimated business skills in the world.

Videos



Ken's Topics

The Blue Dot consumer: Understanding the modern customer connection

In this dynamic keynote, Ken Hughes explores the shifting landscape of modern consumerism by comparing today's customers to the familiar blue dot on a digital map — always at the centre, expecting the world to orient around them. This metaphor highlights the evolution towards deep customer-centricity, where brands must tailor experiences to be instant, personal, and emotionally intelligent.

Rather than engaging in purely transactional relationships, modern consumers seek meaning, relevance, and mutual connection. They expect brand experiences that reflect their identity and values — authentic, immersive, and emotionally engaging.

Ken also examines the accelerating impact of technologies like AI, robotics, and immersive platforms on consumer expectations. With Gen Z and Gen Alpha reshaping the market narrative, this keynote delivers powerful insight into how brands can stay relevant by understanding and responding to this new centre-of-gravity customer mindset.

Available: In person, Virtually

Taylorism: How to use customer experience to build brand success

In this keynote, Ken Hughes draws bold parallels between brand strategy and Taylor Swift's playbook for creating fierce emotional loyalty. Her Eras Tour isn't just a concert — it's a masterclass in customer experience, authenticity, and fan connection.

Ken unpacks how brands can cultivate the same devotion by investing consistently in both customer and employee experiences. From delight tactics and co-creation to community-building and personalisation, he reveals what it takes to move from transactional relationships to emotional brand belonging.

This is a talk about the emotional architecture of loyalty — about creating fans, not just customers. Packed with practical examples and strategic insights, it's a must for brands looking to connect deeper, build resonance, and turn engagement into long-term success.

Available: In person, Virtually

AI, Data and Disruption: Winning the race for customer relevance

Artificial Intelligence is changing everything — not just how consumers buy, but how they think, choose, and relate to brands. In this powerful keynote, Ken Hughes explores how technology is reshaping customer engagement, and what brands must do to keep pace.

Rather than focusing on the mechanics of AI, Ken addresses its impact on behaviour — and how brands can harness it to build smarter, faster, more meaningful connections. He highlights the convergence of tech innovation with rising generational expectations, from Gen Z to Gen Alpha, and what this means for business transformation.

Through a behavioural lens, Ken unpacks how data, algorithms, and automation are rewriting the CX playbook — and why emotional intelligence is more important than ever. It's not just the rules that are changing — the game itself is being rewritten.

Available: In person, Virtually

Igniting the Spark: How creativity and risk drive the innovation engine

Innovation doesn't happen in safety. In this energising and motivational keynote, Ken Hughes challenges individuals and organisations to break free from the comfort of routine and embrace the risk-taking mindset that powers real innovation.

Blending psychology, performance, and leadership insights, Ken explores how playfulness, vulnerability, and creative tension unlock bold thinking. He dives into why so many teams struggle to sustain innovation, and how culture, structure and fear often hold us back.

Whether you're building a high-performing team, a brave new product, or a more resilient self, this keynote provides the tools to shift mindsets, spark curiosity, and reignite momentum. Expect to be challenged, inspired, and reconnected with your creative edge.

Available: In person, Virtually

Flat is the New Black: The Growth & Sustainability Paradox

In this bold and provocative keynote, Ken Hughes explores the tension between the relentless pursuit of business growth and the urgent need for environmental and social sustainability. In today's world, where resources are finite and climate consequences are undeniable, our obsession with "more" is becoming the next uncomfortable cultural norm to challenge.

Ken questions traditional business metrics, asking: what if flat growth wasn't failure — but leadership? What if "enough" became the new ambition? Drawing parallels to how once-accepted societal norms have shifted over time, he positions the pursuit of endless growth as a concept ready for disruption.

Blending behavioural economics, cultural commentary, and entrepreneurial insight, this talk invites leaders to rethink their role in shaping future business values. Can purpose override profit? Can sustainability become a strategic differentiator? For founders, boards, and executives facing the paradox head-on, this keynote is a call to courageous thinking — and responsible action.

Available: In person, Virtually

Testimonials

“

Ken is an energetic, thought-provoking speaker. I've had Ken speak at two Google events now and Ken has scored higher than any other speaker I've ever had before, lasting a long time in the memories of the delegates

Fiona Jones
Google

“

We chose to bring Ken in as keynote for our customer and partner event as he really understands the digital consumer and the challenges our client partners face. It was one of the best sessions of the event.

Tiktok

“

Ken really brought the modern consumer to life for our licensees and retail partners. His insight into customer connection and evolving expectations was fascinating to hear.

NFL

“

Ken's true talent is the tailoring of his content to our audiences. We have invited him to speak at several different Red Bull events in Europe, and he always challenges each of us to think outside of the box. He is an educational and inspirational presenter, as entertaining and engaging as he is challenging. His 'King of Customer Experience' title is well deserved.

Red Bull

“

We cannot thank Ken enough for the outstanding session he gave on Consumer Experience. Our audience was totally blown away and loved the humour Ken brings to the stage. He is on another level altogether and has a unique ability to drive home those all important messages that our Dentists need to survive in today's competitive environment. Needless to say we will be seeing a lot more of Ken in the future

Align

“

We were looking for someone that could talk with us around the psychology of customer experience and Ken was the perfect fit. An intelligent, inspiring and entertaining session.

Starbucks

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Watching a room of the most powerful CFOs in Switzerland enraptured by Taylor Swift storytelling was a sight I never thought I would see. Thank you so much Ken. You promised you would go beyond our expectations, and you certainly did. You and Miss Swift should be a double-act

UBS

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The speech with Walmart management really opened our eyes to how the business could use consumer insight and knowledge to unlock significant potential. The human aspect of it all was really useful to come back to and set a lot of minds thinking.

Walmart

“

Mr Hughes' presentation at our ECAMS Aesthetic Medicine Congress was simply out-standing. His insight of consumer behaviour and application to the healthcare industry was astounding and left the delegates eager to address such issues in their businesses. A fast paced and really entertaining keynote speech that no conference organiser should do without

Dr Peter Prendergast

President
ECAMS (European College of Aesthetic Medicine and Surgery)

“

Ken's presentations to the ECR Europe community are always a highlight and his invite to present once again at the Leaders Forum did not disappoint. His Digital DNA speech was very challenging to the business leaders in the room without exception. It was highly informative and as always incredibly entertaining. It is a window into a future that all brand owners need to witness

Jan Zijderveld

President
Unilever Europe

“

We have more than 20 annual conference and training events. In all that time, we have never had a speaker with so much energy, shopper insight, experience and relevance, all delivered with enthusiasm and good humour - an ideal mix for any speaker. At our last 5 conferences he has recorded the highest delegate satisfaction score, and I would highly recommend him to other event organisers in the Shopper Marketing area

Jordi Cuatrecases

Development Director
Spanish FMCG Association (AECOC) & GS1 Spain

“

Ken's presentation on the Millennial Consumer and their expectations made delegates laugh and cry and laugh again. His easy story-telling style meant that delegates were not only engaged throughout but also left with some real thought-provoking content. I would not hesitate to work with Ken again

Kristi Kawanna Havener

Events Director
G3 Communications New York

“

There are few speakers who can translate their energy, stage presence and inspiration that they have on live stage into a digital platform. Ken is one of them. His humour, visuals and engagement are as strong on webinar as they are live. There was no question about his invite to keynote the EXMA Be On event broadcast to over 100,000 attendees. He was amazing

Fernando Anzure

EXMA Miami

“

Now 10 months after his motivational personal development speech. Ken's philosophy and speech remains with me. It was an amazing addition to our event and it had an amazing effect on me personally, as well as on the team, its effect rippled far beyond our expectations.

Paul Kavanagh

CEO
CISCO Ireland

“

As a B2B brand we needed to stay relevant and connected with our customers during this time. Ken was the first person we thought about approaching and the webinar series he delivered has had such strong feedback. Sessions sold out way beyond our expectations and delegates stayed engaged for longer than we had ever hoped. It was entertaining, informative, and had all the usual

magic and sparkle that Ken delivers onstage

Anna Roberts

Align Technologies

“

We hired Ken to come talk to us about Consumer Behaviour during Covid and he was a brilliant speaker. He clearly has an awful lot of knowledge about his subject matter, but he also has a brilliant way of conveying that knowledge and explaining those principles to people. He has a lovely manner and great story-telling abilities. I think anyone who listens to him will come away wiser. I really couldn't recommend him highly enough

James Murray

Marketing Manager
Microsoft

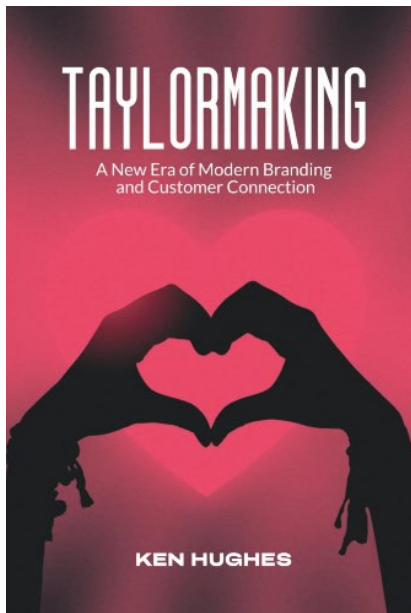
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Kens virtual session on Customer Experience during Covid was received so well by our Global Leadership team and really resonated. We were all so excited by the session and I know there are now immediate plans to cascade the content throughout the CX teams globally

Cara Greene

Snr Director
PayPal

Books



Taylormaking: A New Era of Modern Branding and Customer Connection

Taylormaking explores what every brand and business can learn from Taylor Swift's extraordinary ability to build customer loyalty and emotional connection. Using each of her twelve albums as a framework, consumer behaviour expert Ken Hughes unpacks the secrets behind her brand intimacy, fan devotion, tribal community and customer experience mastery. From authenticity and values-led leadership, to team empowerment and emotional vulnerability, this book reveals powerful Customer Experience (CX) lessons hidden in plain sight. Whether you're in the CX, marketing, leadership, or brand strategy fields, this is your guide to creating unforgettable experiences that truly connect — all through the lens of the most successful pop brand of our time.

[BUY THE BOOK](#)

Speaker Bureaus And Talent Agencies

Ken Hughes is available to book via these agencies

✔ Recommended



Speaking Agency