

MIKE WALSH INTRODUCTION

Mike Walsh is the author of the book **FUTURETAINMENT** and CEO of global innovation research agency Tomorrow. Constantly travelling the world in search of the next big thing, Mike is as much an anthropologist as a technologist - fascinated with helping companies understand the strategic impact of shifts in consumer behaviour. Mike has advised the CEOs and management teams of some of the world's biggest brands on innovation and being future focused. Now please welcome him today as he takes you on a whirlwind ride into the world of tomorrow.