

MIKE WALSH INTRODUCTION

Mike Walsh is the author of the bestselling book **FUTURETAINMENT** and CEO of global innovation research agency Tomorrow. Constantly travelling the world in search of the next big thing, Mike helps 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 including Televisa, the BBC, Star TV, the ABC, Fujifilm, MSN, HSBC and Roche Pharmaceuticals. Please welcome him today as he takes you on a whirlwind ride into the world of tomorrow.