



James Woudhuysen

Author and innovation expert

Author and speaker on future trends, James Woudhuysen is an impressive trend spotter — identifying innovations early and creating proposals to deal with them.

James's biography

James Woudhuysen's Background

He recognised the importance of e-commerce, web TV and 3G mobile well in advance of anyone else, and is much sought after as a consultant. He has a wide range of interests, with his latest speeches focusing particularly on IT and the future of work.

- Visiting Professor of Forecasting and Innovation at London South Bank University.
- Over 30 years consulting for major corporations and government.
- Believes we need to master new trends so as to develop major innovations and see them through.
- Expert on China, India and America.

Straight-talking and often funny, Woudhuysen is a speaker who sees the future very vividly, and is well worth paying attention to.

He has anticipated many important world developments, including America's dot com boom and bust, the travails of US state mortgage agency Freddie Mac, the conditions that gave rise to the Piper Alpha North Sea oil disaster, and the soaring price of oil.

Inspired by the Space Race, Woudhuysen wanted to be an astronaut as a child. His love of physics and [technology](#) led him on a fascinating journey. One of his early achievements was to help install and test Britain's first computer-controlled car park in 1968.

He read physics at Sussex University and did postgraduate work at the Science Policy Research Unit. He

spent some time in journalism as editor of Design magazine. At the Henley Centre for Forecasting, he advised major UK cities on international competitiveness, going on to be head of worldwide market intelligence at Philips Consumer Electronics, Eindhoven, the Netherlands. He became an independent consultant for major corporations and governments in 2001.

He has written several books and many articles on a wide range of subjects, stretching from chemical weapons, [robotics](#) and the future of cities to materials and 3D printing. Woudhuysen has been published by the Economist, The Times and Blueprint magazine.

He is an impressive keynote speaker, having appeared before no fewer than 50 of the world's top corporations.

James's talks

- **Consumer Leisure and Play**
- **Agility and the Future of Globalisation and R&D**
- **The Future of IT**
- **Energy and Transport**
- **Human Resources, Change Management and the Future of Work**
- **Construction and Housing**
- **Market Intelligence, Innovation and Brands**

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