

Founder, author, futurist

Experience Economy leader: JAMES WALLMAN is the CEO of the WWO, the [World Experience Organization](#), the only global, cross-sector organization for the Experience Economy, 1,000+ members in 50 countries, with members from brands inc Industrial Light & Magic, Meow Wolf, Moment Factory, Deloitte, and Walt Disney Imagineering; an Executive Committee Member of EXPRESSO, the Experience Research Society; he has been a Sector Specialist, Experience Economy for the UK's Department for International Trade.

Author: he's author of two international best-selling books on experiences and the Experience Economy. His first book, *Stuffocation* (*self-published, 2013; Penguin, 2015*) introduced the term 'experientialism' and forecast the rise of experiences we see today. The *Financial Times* named his second, *Time And How To Spend It* (Penguin, 2019) a "Book Of The Year".

Futurist: Since 2004, he has been forecasting trends, designing experiences and advising brands on strategy. Clients inc American Express, Avis, Disneyland, IDEO, Ferrero Rocher, HSBC, KFC, KPMG, Kuoni, National Portrait Gallery, Ogilvy.

Keynote speaker: Since 2013, he has been the senior partner at the advisory firm, The Future Is Here. He is a globally renowned keynote speaker, having given talks from Amsterdam to Beijing, Cannes, Mountain View, New York; at venues inc SXSW, TEDxLSE, TEDxManchester, Google HQ, and 10 Downing Street.

Media: He has appeared on TV and radio inc ABC, the BBC, the CBC, MSNBC, NPR.

His writing and thinking has appeared in *The Economist*, the *New York Times*, *Le Monde*, and many others.

Advisory etc: He is an Ambassador for eco charity Global Action Plan, an advisory board member for Carbon 13, a Cambridge, UK-based venture builder for the climate emergency, and an Advisor at the Transformational Travel Council.

Education: He has studied Classics (MA, Oxford), Journalism (MA, London), and Entrepreneurship (PgDip, Cambridge).

Most Important Role: He's also a Dad, to two awesome kids.