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#### MORINOSUKE KAWAGUCHI



**Futurist and Designer / Founder, Morinoske, Japan**

Morinosuke Kawaguchi is an innovation and competitive strategy consultant, futurist and designer. He is the founder and CEO of Morinoske Co. Ltd., a creative future laboratory based in Tokyo.

As Japan's foremost futurist, he serves as a strategy advisor to the Japanese government and to some of the world's largest multinationals. These organizations adopted Morinosuke's future forecasting book *メガトレンド 2014-2023 MEGATRENDS 2014-2023* and its updated version, *MEGATRENDS 2016-2025*, as the base for their future strategy.

Morinosuke is the inventor of the Morinoske Subculture-driven Innovation Model, which he applies to both his consulting work and educational activity. In this fundamental concept, he established the importance of subculture as a seed for innovation, defined its parameters and is proving that it is indeed a value creating, viable solution for both industrial and national strategies.

Recognized as a leading authority on innovation and strategy, he is an expert in the management of technology, intellectual property and design. He assists companies in a wide range of industries, including the telecommunications, electronics, automobile and healthcare fields.

Previously, for eleven years, he worked for the global strategy consulting firm, Arthur D. Little, (Japan) Inc. where he was Principal & Associate Director. Prior to becoming a consultant, he was an engineer at Hitachi Ltd, Japan's biggest electronic equipment and machine manufacturer. For 15 years at Hitachi, he worked in the factory, where he gained experience in product development, as well as materials and production technology research and development for their office automation equipment, household appliances, and heavy industry equipment businesses.

Morinosuke is an award-winning author whose books have been translated into four languages and they influence thinking and practice not only in Japan but in other countries as well.

He is a sought-after keynote speaker at innovation forums and international conferences. Yahoo Japan listed his TEDxTokyo Toilet Talks as one of the world's Top 5 presentations.

#### ALISTAIR LEATHWOOD



**Executive Director, TNS Global, Australia**

As Executive Director for TNS Sydney, Alistair is responsible for the overall leadership and performance of the Sydney business. He also sits on the APAC Regional Board for Digital Innovation.

With a research and strategy career spanning 20 years in the UK, US and Australia, Alistair has demonstrated his experience managing projects using a wide range of marketing, research and consultancy techniques to address central business questions of portfolio management, brand development and positioning, market entry, and product / service innovation.

Alistair is a regular commentator on technology issues and a passionate advocate of the need for companies to embrace digital innovation.

#### ANNE RAYNER



**Global Head of Communications Research, TNS Global, Australia**

Anne has specialised in brand and communication research for most of her career, and in her current role is responsible developing and implementing the TNS' global communications research growth strategy. She has helped clients across a broad range of industries with their creative development and testing, touchpoint planning and ROI evaluation, and brand tracking.

She is at the forefront of harnessing the power of social media data in brand and communications research and is a big believer in the power of social and survey data together adding up to more than the sum of their parts.

#### BONNÂE OGUNLADE

**Regional Associate Insight Director, Carat Asia Pacific, Singapore**