

A large, stylized orange chevron graphic pointing to the right, composed of two parallel lines that meet at a point on the right side.

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Accenture ConsumerTech Awards, February 28th 2017 New York

@Forbes on Fifth

Video Transcript

What is the future of us?

US is technology.

US is humanity.

US is innovation.

US is stronger than me.

US is we.

Sander Van't Noordende, Group Chief Executive of Accenture Products: I would say the trend is creating tomorrow, for the traveller, the shopper, the consumer, the driver and it is really interesting to see that some of the newest technologies; augmented reality, artificial intelligence, robotics were front and centre today.

Baker Smith, Managing Director, Accenture: "(I have seen) some phenomenal ideas that I think really could, really could have an impact."

Albert Bahar, Global Strategist, Sheraton Hotels: " I'm looking forward to being challenged as well. I think some of those ideas, some of those companies (start-ups) will also challenge how I'm thinking and I will. I will appreciate that and I'll look forward to that."

Nim De Sward, Global Millennials Manager, Bacardi: "I'm so surprising to see how much disruption is happening across multiple industries and you know we talk about how the world is changing so rapidly."

Markus Schereyer, Vice President, Design Hotels: "At the end of the day it's always a combination of technology and the human element which is still very critical."

John Zealley, Industry Senior Managing Director, Consumer Goods and Services Accenture: "The right blend of smarts for our data and personality and personalisation."

Jill Standish, Industry Senior Managing Director, Retail Accenture: "The fact that it is human and its engaging I think that is what we're going to see to get adoption. "

Orchid Bertelsen, Digital Strategist, Nestle: "You know the spirit of the start-up is really being iterative, if you have failed for the first time that is okay, take some learnings from what you have done before and try it again. It is really about persistence and tenacity."

John Zealley, Industry Senior Managing Director, Consumer Goods and Services Accenture: "I think the key thing you have got to have is a thick skin and you got to have big ears in the sense you have got to be willing to listen to tough advice and you have got to be prepared to take it on."