

Head of Design & Accelerate Thomas Troch



As Head of Design & Accelerate at Human8, Thomas plays a pivotal role in leading their global innovation practice. With a wealth of experience, he partners with esteemed brands to help them create products, services, and experiences that deeply resonate with people, driving substantial growth. Noteworthy collaborations include his work with Anheuser-Busch, where he reimagined their innovation process, his contributions to Google Play in understanding their target customer, and his collaborative efforts with Bloomingdale's in establishing a millennial beauty store.

Thomas's contributions have been widely recognized, receiving accolades such as the Quirk's Researcher of the Year 2021 and the ESOMAR Silver Research Effectiveness Award 2020 for his exceptional work with Anheuser-Busch.

Beyond his achievements, Thomas is also sought-after as a speaker and valued contributor at prestigious international innovation, marketing, and consumer-insight events. He has presented at renowned platforms like the ESOMAR Congress (2022, 2020, and 2016) and TEDx. Additionally, his insights have been published in respected journals such as the International Journal of Market Research and Touchpoint, The Journal of Service Design. Thomas also generously imparts his knowledge as a teacher at the (E)MBA programs of the esteemed Graduate School of Business at Columbia University.

