



ABOUT CARL DAVIDSON

RESEARCH FIRST'S HEAD OF INSIGHT

Carl Davidson is a social scientist who spends his professional life at the interface of behavioural science, organisational performance, and business strategy.

He regularly presents and writes about how organisations need to adapt to flourish in a changing world. This includes socio-cultural and demographic change. He teaches the much loved course *The Subtle Art of Prospection* for The Executive Connection in New Zealand and Australia.

Since 2010 Carl has been the Head of Insight at Research First Ltd, an agency that specialises in making the complex simple. He is also a Senior Adjunct Fellow at the University of Canterbury's Business School, where he teaches in the MBA programme.

Carl is the author, editor, or co-author of ten books, including the best-selling *Knowledge Management: An Introduction to Creating Competitive Advantage from Intellectual Capital*. He has also written for *Unlimited, Management* and *NZ Business* and is a regular contributor to *Stuff*, where he writes about 'the social science of everyday phenomena'.

In 2023 Carl was made a Fellow of the Research Association of New Zealand (RANZ), the same year that Research First won the Supreme Award at the RANZ Market Research Effectiveness Awards.

Carl was previously the Chief Commissioner of the Families Commission, a board member for the Canterbury Employers Chamber of Commerce, and a member of the Government's Expert Advisory Group for the Action Plan for Vulnerable Children.

