



**Grant Davidson,  
Managing Director, Davidson**

The Davidson name itself has been synonymous with creative and strategic thinking since inception in 1990. Beginning with a BA Hons Graphic Design 20 years ago, Grant has built an enviable career, business and reputation as one of the industry's most awarded forward thinkers.



A self confessed knowledge junkie, Grant is passionate about behavioural science having studied De Bono's lateral and creative thinking theories, along with additional training in psychology, change management and Neuro-Linguistic Programming.

Grant revels in the opportunity to share his knowledge and insights

and is an acclaimed guest lecturer at RMIT, Swinburne, Victoria University, Advertising Federation of Australia and Chadstone's Excellence Program.

Having extensive experience with some of the world best practice global brands including Merrill Lynch, Origin, Accenture, Westpac, GE, NatWest Bank, Parliament House, Fosters, Coles Group, Nestlé, and Cadbury, Grant will provide an inspiring and new perspective on how companies will view all future branding projects.