



### **Trevor Davis, Futurist, IBM, UK**

As a teenager, Trevor Davis would ride his bike any distance to find a rare comic book or a cool jacket. Born with an innate curiosity, it is no wonder he has ended up as a Global Strategy Consultant at IBM.

But that's not to say his career path has been linear. After a stint as a fashion model in the 1970s, Trevor set out to become a pilot. However, the oil crisis forced him to rethink his mission. He found his calling in the Department of Metallurgy at the University of Aston, where he was drawn to a unique alchemy of hard science and industrial arts. His experience there inspired him to devote his life to designing and making things that make the world a better place.

While at University, British Leyland, the UK car manufacturer with a troubled history, sponsored Trevor's research and spurred on his interest in the potential of science and technology for a sustainable future. Trevor is a self-proclaimed pragmatic optimist and after receiving a first-class honours degree and a Ph.d, he dedicated himself to sustainability projects. To this day his doctoral work continues to save the world millions of barrels of oil.

In the 1980s Trevor jumped at the opportunity to work with the Aluminum Company of Canada on the Space Shuttle and the International Space Station. To this day he still believes that "we need to get off the rock in the long term," but he says he'll settle for a Smarter Planet in the meantime.

Trevor works exclusively with Consumer Products (CP) and Retail companies such as Unilever, P&G, Mars, BAT, Kraft, Nestlé, Diageo, Heineken, and Boots. His current role at IBM requires him to travel the world advising CP companies on how to approach innovation as a growth strategy. Trevor is one of the lead authors for IBM's Future of Consumer Products whitepaper and a contributor to the ground-breaking book "The Future of Innovation"(published by Gower).