

Sustainable Innovation 2021

Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories

23rd International Conference

Online Conference: 15th-21st March 2021

Business School for the Creative Industries

University for the Creative Arts

Epsom, Surrey, UK



Dr Trevor Davis, Managing Director, Trevor Davis & Associates, UK

Trevor is a Fellow of the Royal Society for Arts, committed to finding practical, inclusive solutions to social challenges that touch sustainability, innovation and the relationships between consumers and brands. His views are his own.

Formerly an IBM Distinguished Engineer, Trevor has been a consumer products industry futurist and expert on good practices for developing and launching sustainable consumer brands successfully for nearly 30 years. As a Member of the IBM Industry Academy Trevor had a leading role in bringing the IBM Smarter Planet vision to life and is widely quoted in the media.

Trevor brings deep industry insight and a distinctive point of view to his work based on his international business experience, covering Marketing, R&D, Supply Chain and Agriculture.

In recent years Trevor has pioneered using analytical techniques and 'Big Data' in areas as diverse as precision-agriculture, food manufacturing and engaging with consumers. His work using social listening to predict trends – 'Birth of a Trend' - has been featured in Advertising Age, the New York Times and Forbes.

In 2014 Trevor co-authored a major IBM study on the relationship between consumers and brands – 'Brand Enthusiasm: More Than Loyalty' – based on primary research with 20,000 consumers in 12 countries: <http://www-935.ibm.com/services/us/gbs/thoughtleadership/brandenthusiasm/>.

He followed this up in 2017 with 'Uniquely Gen Z' - an examination of the attitudes and behaviour of the largest generational cohort in human history: <https://www-935.ibm.com/services/us/gbs/thoughtleadership/uniquelygenz/>

Prior to consultancy he worked in the automotive and aerospace industries on projects such as saving the world one day of oil production by making cars lighter, and improving reliability for the Space Shuttle.