

Sustainable Innovation 2023
Accelerating Sustainability in the Creative Economy and Creative Industries
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University for the Creative Arts
Epsom, Surrey, UK



Dr Trevor Davis, Futurist & Former IBM Distinguish Engineer, UK

Trevor is a consumer industry futurist, a Fellow of the Royal Society of the Arts, and former IBM Distinguished Engineer. He is also an expert on good practices for developing and launching sustainable products.

With over 30 years of international business experience across Brands, the Creative Industries and Agriculture, Trevor brings deep industry insight and a distinctive point of view on digital technologies such as Artificial Intelligence, Blockchain and Industry 4.0.

While at IBM Trevor was a Member of the IBM Industry Academy and took a leading role in bringing the IBM Smarter Planet vision to life and has been widely quoted in the media and conference circuit on sustainability (for example at Sustainable Innovation 2021). In recent years, Trevor has focused on sustainability in the Creative Industries, and the role of technology as a key enabler.

For many years Trevor has been a pioneer in using machine-learning techniques for market research and predicting trends. Trevor's research and practice has focused on ethical application of the latest digital technologies to consumer-brand relationships, sensory science, and sustainability. His innovative techniques for consumer insight – 'Birth of a Trend' - have been featured in Advertising Age, the New York Times and [Forbes](#), and been recognised internationally with the CBRA Stetik Brand Relationships Award, which acknowledges individuals for their significant contribution to applied brand relationships research.

In the field of disruptive innovation and new business models, Trevor has advised the Boards of many well-known companies on how to improve their business performance, and his work features in textbooks on the topic:

[A Beautiful Constraint](#)

[The Future of Innovation](#)

[The Science of Organizational Change](#)

[Creative Approaches to Problem Solving: A Framework for Innovation and Change](#)

Trevor has also been awarded the Dean's Prize at Oxford University for his work on innovation.

Curiosity has always motivated Trevor. As a teenager he would cycle any distance to find a rare comic book or a cool jacket. "New things have always excited me, so I learnt early on to spot trends and I've not stopped."

Prior to his life in the consumer industry, 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.