

Mark McCrindle

Demographer, Social Researcher and Founder of McCrindle Research

Mark McCrindle is a social researcher, best-selling author and TEDx speaker. He is a sought after thought-leader in tracking emerging trends influencing society, and is recognised globally as the one to coin the name for the emerging global generation, Generation Alpha.

As a renowned demographer and futurist, Mark has developed his reputation across two decades as an award-winning social researcher, best-selling author and social commentator. Mark has appeared across all major television networks, radio and print media, and has twice been invited to speak at TEDx events. He has presented thousands of keynotes and workshops in all major industries including, finance, technology, health, mining, energy and education.

Mark's advisory, communications and research company, McCrindle, count among its clients more than 100 of the largest companies and leading international brands. Mark's highly valued social commentary is presented through his engaging keynotes, research, reports, infographics, videos and media input. He is a trusted advisor and sits on the board of a number of different organisations, after having developed his regard as an expert demographer, futurist and social commentator.

Mark McCrindle, BSc (Psychology), MA, is the author of five books on emerging trends and social change. Generation Alpha, Work Wellbeing: Leading Thriving Teams in Rapidly Changing Times, The ABC of XYZ: Understanding the Global Generations, Word Up: A Lexicon and Guide to Communication in the 21st Century and The Power of Good.

Sophie Renton

Managing Director at McCrindle

Sophie Renton is a social researcher, trends analyst and Managing Director at the internationally recognised McCrindle. She leads and guides the team at McCrindle in search of clear, strategic insights that bring clarity to complexity. Using a wide range of methodologies in her research, presentations and consulting, Sophie understands how evidence-based insights can inform strategy and help organisations to thrive amidst change.

Sophie's engaging, research-based presentations have seen her present to various sectors through board room strategy sessions, keynote presentations and workshops. With academic qualifications in sociology and psychology, Sophie brings robust, research-based content to her engaging presentations and consulting.

Geoff Brailey

Social Researcher at McCrindle

Geoff Brailey is a social researcher, strategic advisor and Director of Solutions at the internationally recognised McCrindle. As an experienced researcher, Geoff understands how evidence-based insights can inform strategy and help organisations to thrive amidst change.

From his experience in solving business problems using research, Geoff has assisted organisations to identify new target markets and improve engagement levels with staff, donors and customers. Geoff regularly develops strategic recommendations that guide CEOs, business leaders, managers and teachers to communicate the trends and shape the culture.

Geoff integrates research statistics with visualised storytelling in his highly engaging presentations. He has presented to organisations across the education, aged care, real estate, government and NFP sectors. As a gifted communicator and passionate researcher, Geoff brings positivity, curiosity and strategic insights from the latest trends impacting Australia and provides practical ways to respond to the trends at an organisational and individual level.

Grant Dusting

Director of Strategy at McCrindle

Grant Dusting is a social researcher and the Director of Strategy at the internationally recognised McCrindle. With a background in public policy, community engagement and boardroom experience in the NFP sector, Grant is experienced at advising organisations on how to respond strategically to current and future trends. As a non-executive director himself, Grant understands the importance of reliable data, actionable insights and clear communication.

Combining big-picture analysis with an eye for fine details and key questions, Grant's strategic approach helps organisations identify how to leverage the power of research insights to drive their strategy and communications.

Grant brings a wealth of research experience to his engaging presentations and consulting. He loves providing data-led insights so decisions can be made with wisdom and stories told with clarity

