



Mark McCrindle



Mark McCrindle was trained as a Psychologist and his research into the emerging global generations is now recognised internationally. Mark is a Social Researcher and he is accredited with the Industry's highest accreditation Qualified Practising Market Researcher.

He is the Director of McCrindle Research which counts amongst its clients over 50 multinational organisations and 100 of Australia's largest corporations.

His highly regarded research and reports into the changing times and emerging trends have developed his reputation as a futurist, demographer and a social commentator.

Mark is renowned for his engaging presentations and he often delivers keynote addresses at conferences but he is equally at ease in delivering his expertise in workshops or facilitated forums. Mark graduated the University of NSW with a BSc (Psychology) and he has completed a Masters degree majoring in Social Trends.

Some of his recent clients include: Pepsico, Oracle, McDonalds, Cadbury Schweppes, Telstra, Fairfax, DaimlerChrysler, ExxonMobil, NAB, Goldwell, ASIC, Time Inc, Fitness First, ATO, Westpac, Red Rooster, American Express, AXA, Tyco, and BlueScope Steel.

Topics: Business, Communication, Demographer, Future, Gen X, Gen Y, Generations, Leadership, Management, Marketing, Recruitment, Social Issues

Travels From: New South Wales

Fee Range: \$5,000+GST - \$10,000+GST

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