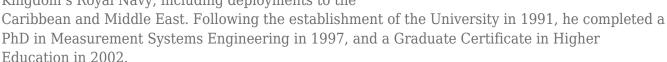


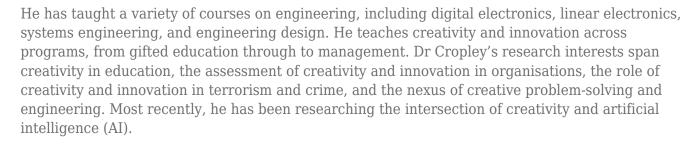
David Cropley

Engineer, Innovator, Educator & Keynote Speaker

Dr David Cropley is the Professor of Engineering Innovation at the University of South Australia. He specialises in helping people and organisations become better, more effective, problem solvers.

Dr Cropley joined the School of Engineering at the South Australian Institute of Technology (SAIT) in 1990, after serving for four years in the United Kingdom's Royal Navy, including deployments to the





Dr Cropley is author/co-author of 10 books including Creativity in Education: A user's guide for educators, parents and students (Hawker Brownlow, 2022), Core Capabilities for Industry 4.0 – Foundations of the Cyber-Psychology of Engineering (Wbv Media, 2021) and The Psychology of Innovation in Organizations (Cambridge University Press, 2015).

A recognised expert in creative problem solving and innovation, Dr David Cropley was a scientific consultant and on-screen expert for the Australian ABC TV Documentaries Redesign My Brain (2013), Life at 9 (2014) and Redesign My Brain, Series 2 (2015). For more than 25 years, he has helped schools and organisations in Australia, the US, and Europe develop more effective, creative problem solvers.

Client testimonials

David embraced the topic and engaged the audience with his delivery. He worked with the MC to keep the function to time and held the attention of the participants throughout. David is an engaging speaker who is prepared to work closely with the client to ensure the content is





relevant. His role as an academic, coupled with his life experiences make him an engaging presenter.

- Viterra

We were very fortunate to be able to secure David's time for our annual conference. The simple concept he used to help our staff generating and evaluating ideas was easy to understand and execute. The session was interactive and fun. David Cropley's presentation style was both practical, relaxed and clear. Thank you for spending time at our conference! Having been exposed to his expertise from the engineering world was invaluable to us in the Finance industry – different but relevant.

- People's Choice Credit Union

Associate Professor Cropley delivered a professional and highly engaging talk at the University of South Australia's Innovation & Collaboration Centre in May 2016. David was tasked with presenting to a diverse mix of industry sectors representing both large and small enterprises, on the topic of innovation, and how to identify and measure it in your organisation. The feedback received from the audience reflected his ability to deliver the right balance of information which was both informative and entertaining. David is a real pleasure to work and someone I wouldn't hesitate to recommend.

- Business School: University of South Australia

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