



David SNOWDEN is the founder and chief scientific officer of Cognitive Edge and invented the Cynefin framework. His work is international in nature and covers government and industry looking at complex issues relating to strategy, organisational decision making and decision making. He has pioneered a science based approach to organisations drawing on anthropology, neuroscience and complex adaptive systems theory. He is a popular and passionate keynote speaker on a range of subjects, and is well known for his pragmatic cynicism and iconoclastic style.

He holds visiting Chairs at the Universities of Pretoria and Hong Kong Polytechnic University as well as a visiting fellowship at the University of Warwick. He is a senior fellow at the Institute of Defense and Strategic Studies at Nanyang University and the Civil Service College in Singapore. His paper with Boone on Leadership was the cover article for the Harvard Business Review in November 2007 and also won the Academy of Management award for the best practitioner paper in the same year.

He has previously won a special award from the Academy for originality in his work on knowledge management. He is a editorial board member of several academic and practitioner journals in the field of knowledge management and is an Editor in Chief of E:CO. In 2006 he was Director of the EPSRC (UK) research programme on emergence and in 2007 was appointed to an NSF (US) review panel on complexity science research.

He previously worked for IBM where he was a Director of the Institution for Knowledge Management and founded the Cynefin Centre for Organisational Complexity; during that period he was selected by IBM as one of six on-demand thinkers for a world wide advertising campaign. Prior to that he worked in a range of strategic and management roles in the service sector

