



David Ian Gray Biography

David Ian Gray has 20 years professional experience helping organizations make better decisions in times of change. Blending fact-based approaches with innovative thinking, he helps retailers and other clients in the experiential Business-to-Consumer space understand the forces shaping their markets, and he helps supplier organizations better understand the retail channel.

David is a recognized expert on shopper trends and market-facing retail strategies. He has specialized in high impact business intelligence and strategic studies for, and about, the Canadian retail sector for over 14 years.

He is known for unique thinking and fresh interpretations; for early identification of emerging issues and opportunities; and for engaging clients to develop their own creative solutions - not simply to replicate those of other organizations. David is inspired both by the study of history and by new frontiers. David has a long-held interest in models of sustainable business and stakeholder engagement that have both fuelled his work with boards and NGOs and shaped his thinking with private sector clients.

With a multidisciplinary background in finance, strategy, marketing research and sustainability, he designed and grew his niche consultancy to a nationally recognized firm. David delivers solutions through a blend of strategic study; workshops and client dialogue; and connections via a tremendous network of experts and executives.

David has a Bachelor of Commerce in Finance & Information Systems, and an MBA in Marketing & Strategic Planning from the prestigious Schulich School of Business. Concurrent to his MBA, he enrolled in the Master of Environmental Studies at York to integrate a Sustainability component to his MBA. This became instrumental in the creation of the Haub Programme in Sustainability in the business school in 1992.

David currently sits on the national Board of the Qualitative Research Division of the Marketing Research Industry Association, and recently on the Vancouver Economic Development Commission's Pacific Gateway Project Advisory Committee and the Business in Vancouver Greenspace Editorial Advisory Board. He is an advisor to innovative social start-up Impactation.

He is a guest columnist for business magazines, an event speaker and is regularly quoted by the business media across Canada. David loves trekking the wilds of BC and the Yukon and claims to bail out his defence as a goalie on two hockey teams in Vancouver.