

# Dr Graeme Codrington

## Abbreviated CV

*As at July 2015*

Dr Graeme Codrington is an expert on the future world of work and the disruptive forces that are shaping it. As an author and researcher, his insights and analysis are sought after by business schools and CEOs around the world, with five degrees, five best selling books and a full-time research team at his company, TomorrowToday, to back it up.



Graeme works as a Board advisor, strategist, and as a keynote presenter and facilitator, using multimedia, a gently rebuking humour and an engaging style to make his insights accessible and inspiring. He works across multiple industries at numerous meetings and events in more than 20 countries every year.

He has won numerous awards for his speaking and facilitation, including 'Speaker of the Year' by the Academy for Chief Executives, has attained the Global Speaker Federation's 'Certified Speaking Professional' qualification and is a Fellow of the Professional Speakers Association. He is one of only 23 speakers (as of 2014) to receive the 'Certified Speaking Professional Global' qualification, and is the only speaker in the world to be inducted into two speakers "Halls of Fame" (Southern Africa and the UK).

Graeme is the co-founder and a senior partner of TomorrowToday Global, a global firm of futurists and business strategists. He is also a guest lecturer at a number of top business schools, including the London Business School, Duke Corporate Education, Cornell and the Gordon Institute of Business Science. He is a professional member of a number of associations, including the World Future Society, The Institute of Directors, the International Association for the Study of Youth Ministry, the SA Market Research Association, the Global Federation of Professional Speakers and MENSA. He has a Doctorate in Business Administration (note: his DBA was awarded by the now non-accredited Rushmore University – Graeme is in the process of pursuing further doctoral studies), a Masters in Sociology, an Honours in Youth Work and two undergraduate degrees – in Arts (Theology/Philosophy) and Commerce. He has five best-selling books. Four are published by Penguin, including the award winning, "Mind the Gap" and "Future-Proof Your Child". He is currently involved in a number of writing projects.

Graeme's breadth of knowledge and expertise makes him highly relevant in today's rapidly evolving business world. Along with his formal qualifications and research credentials, he has a wide range of business experience. He did Chartered Accountancy articles at KPMG, was involved in an IT startup, has been a professional musician, a strategy consultant and is now a full-time speaker, facilitator and author. His client list includes some of the world's top companies, and CEOs invite him back time after time to share his latest insights and help them and their teams gain a clear understanding of how to successfully prepare for the future.

Graeme has been married to Jane since 1991, and has three daughters, Amy, Hannah and Rebecca. His hobbies include reading, computer games, playing the trumpet, listening to music and running. If he had the time, he'd play more squash, paint and learn to play the bass guitar.

Graeme works from bases in London, Johannesburg and Toronto, presenting and facilitating on every continent around the world. He can be contacted by phone or text message on +27 82 5730377, or by email at [graeme@tomorrowtodayglobal.com](mailto:graeme@tomorrowtodayglobal.com).

## Contact Details

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Facebook: <http://www.facebook.com/graeme.codrington>  
YouTube: <http://www.youtube.com/user/graemecodrington>



## Published Books

### *Leading in a Changing World*

- Co-authored with Keith Coats
- Published, July 2015



### *Navigating your Career*

- Co-authored with Kerry Dawkins
- Published in 2012



### *Future-Proof Your Child: Parenting the Wired Generation*

- Co-authored with Nikki Bush
- Published by Penguin, 2008



### *Mind the Gap*

- Co-authored with Sue Grant-Marshall
- Published by Penguin, 2004 and 2011
- Best selling business book of 2005, South Africa
- 16 reprintings, and re-released with a new cover in 2011



### *Mind Over Money*

- co-authored with Sue Grant-Marshall and Louis Fourie
- Published by Penguin, 2002



## **Current Writing Projects**

- *The Enemy Within*, due for release end 2015

## **Media Contributions**

Graeme writes regularly for many magazines and journals, and is a sought after commentator and analyst for radio and television. He has appeared on TV in South Africa, the UK, the USA, Chile, Dubai and the Middle East, and on radio in numerous countries, including the USA. He has been a feature writer for many magazines, and has had his own column in *Intelligence*, *Directorship*, *One+* and *Today* magazines.

Graeme currently writes as a regular contributor or columnist for:

- The University of Witwatersrand Business School Journal
- Meeting Professionals International ONE+ magazine
- Bizcommunity
- Directorship, IOD's magazine

Full details of his favourite media contributions can be found at:

<http://www.graemecodrington.com/in-the-media>

## **Videos of Graeme in action**

See Graeme in action in a wide range of video excerpts at:

<http://www.graemecodrington.com/videos>

## Work Experience

### TomorrowToday



- 2002 - present
- Owner, founder
- Strategy consultant, keynote presenter

### Spellbound Education

- 2000-2002
- Contracted Consultant

### The EDGE Consulting

- 1997-2001
- Owner, founder

### Ambassador Training and Development

- 1995-1998
- Solutions developer, high end training and manager

### KPMG

- 1992-1994
- Chartered accounting articles
- Full academic scholarship

### South African Air Force

- 1989-1990
- SAAF Orchestra, Lead trumpeter and section leader

## Academics

### *Current studies:*

- Working towards further PhD studies in developmental economics, focusing on the impact and performance of ethical leadership in companies working in developing economies.

### *Doctorate of Business Administration (DBA)*

- Rushmore University
- 2003-2006 (correspondence)
- Majors: Leadership and future studies
- Cum laude

### *Masters of Diaconology*

- University of South Africa
- 2001-2002 (research)
- Majors: Sociology
- Cum laude

### *Honours in Theology*

- Baptist Theological College
- 2000 (full-time)
- Majors: Youth work
- Cum laude

### *Bachelor of Arts*

- University of Zululand (South Africa)
- 1997-1999 (full-time)
- Majors: Youth, Systematic theology and Pastoral care
- Cum laude

### *Bachelor of Commerce*

- University of Witwatersrand
- 1991-1996 (part-time)
- Majors: Business Economics, Accounts, Business Information Systems

## **Lecturing Posts**

### *Duke University (Corporate Education)*

- External Faculty
- Focus areas: Future trends, strategy and multigenerational workforces
- 2008-present

### *London Business School*

- Advanced Management Development Programme
- Lecturer: Talent Management and future trends
- 2008-present

### *University of the Witwatersrand (WITS) Business School*

- Management Development Unit
- Visiting professor: Leading multiple generations, organizational development, presentation and communication skills
- 2003-2008

### *Gordon Institute of Business Science*

- External Faculty
- Strategy, talent management, leading multiple generations
- 2004-present

### *Gordon Institute of Business Science (London)*

- External Faculty
- Strategy, talent management, leading multiple generations
- 2010-present

## **Associations and Memberships**

Institute of Directors (South Africa)

- 2005 - present

Professional Speaker's Association of Southern Africa

- Incoming President (2007-8)
- Professional member (2003-present)

Professional Speaker's Association of the United Kingdom

- Fellow (2008-present)

International Federation for Professional Speakers

- 2003 – present

World Future Society

South African Futures Society

MENSA

International Association for the Study of Youth Ministry

- International Board member (2002-2006)
- 2000 - present

South African Business Women's Association

- 2005 - 2008

South African Youth Work Association

- 2002 - 2008

South African Market Research Association

- 2002 - 2009

## **Awards and Citations**

Certified Speaking Professional, PSASA, 2012

PSA UKI, Speakers Hall of Fame, 2013

PSASA Speakers Hall of Fame, 2014

Graeme is consistently rated the top presenter / lecturer on the programmes he runs. There are too many accolades to list. A representative sample includes:

2002 – WPP International Merit Award for market research excellence, for the research paper, “Yesterday, Today and Tomorrow: Advertising Literacy and Generational Analysis”

2007 – South African Speaker of the Year, SpeakersInc

2007 – UK Academy for Chief Executives, Speaker of the Year

2010 – Best speaker, Iranian World Advertising and Marketing Forum

## **Countries Graeme has spoken in, by invitation**

Correct for current bookings to July 2015

Argentina	Germany	Portugal
Australia	Greece	Scotland
Austria	Hong Kong	Singapore
Belgium	Hungary	South Africa
Bolivia	Iran	Spain
Botswana	Ireland	Swaziland
Canada	Italy	Switzerland
Chile	Kenya	Tanzania
China	Mauritius	Turkey
Denmark	Namibia	Uganda
Dubai	Netherlands	USA
England	New Zealand	Wales
Estonia	Northern Ireland	Zambia
France	Poland	Zimbabwe

## **Consulting and Speaking client list (selected multinational brands)**

- ABSA Private Bank
- Academy for Chief Executives (UK)
- Accenture
- Adcock Ingram Healthcare
- AECOM
- Alexander Forbes
- Amdocs
- AMPS (Australia)
- Anglo Gold Ashanti
- Anglo Platinum
- AstraZeneca
- Audi
- Avroy Shlain
- AXA
- Balfour Beatty
- Barclays
- Barloworld Limited
- Bayer
- BDO
- BHP Billiton
- BMW
- Boehringer-Ingelheim
- Botswana Development Corporation
- British Airways
- British American Tobacco
- Cadiz
- Clarks shoes
- Clydesdale Bank
- Comparex
- Correlation Insurance
- Coutts Bank
- Credit Suisse

- Daimler Chrysler Services
- Danfoss
- Deloitte
- engage Mutual, UK
- Engen
- Ernst & Young
- Estee Lauder
- Exel
- Flight Centre
- F-Secure
- GE Life (UK)
- Goldfields Mining
- Gillette
- Glaxo SmithKline
- Hamayesh Farazan (Iran)
- Haniel
- Hannover Re
- Harrods
- Heidelberg Cement
- Hewlett Packard
- Hollard
- IAMS
- IBM
- Illovo Sugar
- Infineum
- Intel
- Investec
- Invest Northern Ireland
- iPac Securities(SA and Australia)
- Irvin & Johnson (Medical)
- Italtile
- Johnson & Johnson
- Janssen-Cilag Pharmaceuticals
- Jewish Schools Board
- Kia Motors
- KFC
- KPMG
- Levi Strauss
- Liberty Life
- Lilly
- Lombard
- London Business School
- L'Oreal
- Lufthansa
- Massmart
- Medtronic
- Meetings Professional International
- Mica
- Microsoft
- Momentum
- Mondi
- MPI - Meetings Professionals Internationals (Europe)
- MTN
- Munich Re
- Murray and Roberts
- Mustek
- National Australia Group (Clydesdale and Yorkshire Banks) (Europe)
- National Police Improvement Agency (UK)
- NEC Philips
- Nedbank
- Netcare
- Net#Work BBDO
- NHS
- Novartis Pharmaceutical
- Novo Nordisk
- Oceana Group
- Ogilvy
- Old Mutual
- Oracle
- Panasonic
- Parmalat
- Petronas
- Pfizer
- Pick 'n' Pay
- PPC Cement
- PriceWaterhouse Coopers
- Proctor and Gamble
- Protea Hotels
- Prudential
- Publicis
- Rand Merchant Bank
- Rand Water
- Relyant Furniture
- Re/max
- Rennie's Travel
- Retail Excellence Ireland
- Richmond Events
- Roche
- Rolls Royce
- Rotary
- Royal Bank of Scotland



- SAA (South African Airways)
- SAB/Miller
- Sabre
- Said Business School, Oxford University
- SAP
- Sappi
- Sasol
- Schwarzkopf (Haircare)
- Schering-Plough
- Scouts (UK, Sweden, South Africa, International Foundation)
- Shell
- Siemens
- Spar
- Standard Bank
- Sustainable Energy Design Solutions
- Sybiz
- Tallinn City Council (Estonia)
- Tequila //TBWA
- Think Sales
- Total
- Toyota (Motor vehicles)
- Toys r Us
- Troi Helsinki
- Total Vet
- Unilever
- Vistage
- Vodacom
- Vodafone
- Volkswagen
- Webber Wentzel
- Whitefriars
- Wimpy
- Winterthur
- WITS Business School
- Woolworths
- YMCA
- Yorkshire Bank
- YPO - Young President's Organisation
- Yum Restaurants International:
  - KFC
  - Pizza Hut

Graeme has also spoken at numerous schools, non profit associations and faith-based organizations.