

Dr Tony Golsby-Smith

Director, 2nd Road

Tony is the founder and CEO of 2nd Road, a consultancy pioneering the use of language and design to transform organisations into intelligent, innovative communities.

Based in Australia, Tony is a master of the innovation process and a thought leader on the global stage. He was awarded the prestigious Visiting Chair of Design at Carnegie Mellon University in 1995 and is currently a Fellow of the Batten Institute at Darden School of Business, University of Virginia, focusing on using Strategic Conversations™ to generate corporate innovation.

He is an inspiring and engaging keynote speaker, and has recently delivered addresses at Rotman School of Management, University of Toronto, American Institute of Graphic Design, Darden and corporate clients such as UBS in Zurich and New York.

Tony has authored numerous articles, including a recent paper for the Journal of Business Strategy edited by two leaders in the field of design thinking, Roger Martin and Jeanne Liedtka. He holds an honours degree in English Literature as well as a Doctorate for 'Pursuing the Art of Strategic Conversations', which crystallises the deep, stunning theory of thinking and communication that underpins 2nd Road's work.

With over 20 years experience in leading consulting and training engagements, Tony has helped some of Australia's largest organisations to become more agile in their thinking, collaborative in their approach to strategy and innovative in the way they design their culture, systems and processes. Some of these clients include Australian Tax Office, AMP, Suncorp Group, Argyle Diamonds, ABC, Leighton Holdings, Fairfax, PriceWaterhouseCoopers and many more.