

Dominic Thurbon - Intro

Dom Thurbon is a partner at EY focusing on disruption, behaviour change and transformation. He has over 13 years' experience in the design and implementation of large-scale change programs working globally with clients such as De Beers, Apple, Warner Bros., Commonwealth Bank and Microsoft.

He has led research and authored best-sellers published in over 15 countries on areas as diverse as generational change, business strategy and the future of competition. His most recent book, *Matter: How to rise above the competition and become the obvious choice* examines the search for value in the context of rapidly shifting market and customer expectations.

Before joining EY, Dom built an international consulting business – Karrikins Group – growing it to over 100 staff delivering programs across Australia, New Zealand and North America.

Please welcome, Dom Thurbon.