

Queensland Independent Schools SUMMIT

REPUTATION
AND TRUST

GUEST SPEAKER



Adam Ferrier

Psychologist & Brand Strategist

Adam began his career as a criminal psychologist before moving into the world of cultural insights as a cool hunter, where he also completed a Masters in Psychology focused on 'Identifying the Underlying Constructs of Cool People'. He later co-founded Naked Communications APAC, helping build one of Australia's most audacious and successful agencies, known for its strategically driven behavioural change model.

He then co-founded Thinkerbell, where the team practises 'measured magic', combining marketing science with creative excellence. Within just three years, Thinkerbell was recognised as Mumbrella's 2021 Creative, Full Service and PR Agency of the Year, the first time a single agency has won all three. It has also been named Campaign Brief and AMI Agency of the Year in 2023. Today, Thinkerbell has approximately 200 people across Australia and New Zealand.

Adam is also the author of two books, *The Advertising Effect* (Oxford) and *Stop Listening to the Customer* (Wiley). He co-hosts the podcast Black T-Shirts and is a regular media commentator, appearing on programs such as Sunrise and Gruen.