



Adriaan Davidse spent the last 18 years working with senior executives on issues related to innovation, growth and sustaining shareholder value creation. Adriaan is a partner in the Toronto office of Deloitte, the global professional services firm, with a focus on work in the area of corporate strategy and performance management. He also focuses on energy strategy and management, including renewable energy, and how integrative system design can radically change the energy economics of enterprises.

With a deep background in science and business and the experience of working on a large variety of complex business challenges he is often able to provide a different perspective on business problems. Adriaan has collaborated extensively with Michael Raynor in the application of his leading research on innovation and uncertainty that is captured in the terms;

“Disruptive Innovation” - a way to create and recreate economically profitable growth repeatedly, and “Strategic Flexibility” – how to turn uncertainty and strategic risk into a competitive advantage.

In addition Adriaan is one of Deloitte’s thought leaders in the area of economic performance measurement which allows him to help his clients better understand the explicit causal relationship that exists between strategy, performance and sustained value creation for all stakeholders over the long term. He collaborates with the Applied Finance Group (AFG), a Chicago based firm that does leading edge research on the link between corporate performance and capital market valuations. AFG’s performance/valuation frameworks and tools are used by hundreds of fund managers to evaluate the potential of companies to create value for shareholders. Adriaan has focused on the application of these concepts and frameworks to governance and the strategic decision making process at the corporate and business unit levels. He has developed quantitative tools that help executives better understand the potential performance and risk trade-offs and value impacts of strategies that have been developed using the concepts listed above. He believes this creates the appropriate level of “capital market discipline” to balance the creative process of strategy development.

Adriaan has also focused extensively on the area of energy efficiency and renewable energy. He has worked with energy companies as well as large energy consuming companies across different industries to help them understand the strategic uncertainty pervasive in today’s energy markets and how to manage the strategic risk as well as capture significant value through improved energy management in the short term. He has led the development of comprehensive system level analytic and visualization tools to help companies better understand their direct and indirect energy footprint from multiple perspectives. The quantification and decision support frameworks that he has helped develop can be used to assess how investments in renewable energy can be made with a sound balance between environmental, society and economic considerations to prepare companies for an energy and resource future they cannot predict.

Adriaan has worked with a wide variety of clients in segments of industries that include Aerospace & Defense, Mining, Energy, Automotive, Chemicals, Oil and Gas, Petrochemicals, High Tech & Electronics, Pharmaceuticals and Biotech, , Food and Beverages and Durable and Non-durable Consumer Goods as well as Retailing. He’s worked in Asia, Europe, South Africa and extensively in North America and his clients include Johnson & Johnson, Alcan, Irving Oil, SABMiller, LCBO, Bombardier, Barloworld, Barrick Gold, Sappi and others. Adriaan works with large and small private and public companies.

Prior to consulting with Deloitte, Adriaan spend several years in academia as a researcher and lecturer and published numerous scientific papers in peer reviewed journals. He also worked as chief forensic scientist for 3 years.

Education:

- Ph.D., Physical Organic Chemistry, 1990
- NSERC Postdoctoral Fellowship (Physical Organic Chemistry), U of Toronto, 1993 to 1995
- MBA (Management of Technology and R&D), Courses 1990-1993, Thesis 1994-1995

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