

Biography

Grant Davidson

“Effective Design focuses on the motivations and goals that drive people’s behavior. It offers the methodology and the capability of integral problem solving to navigate the complexity of domains, from lifestyle to healthcare. Design paves the way for the delivery of solutions that enable end-users, and practitioners to achieve their goals.”

Grant Davidson is Vice President at Philips Design, responsible for the implementation of Design Functional Leadership in the Philips Sector of Consumer Lifestyle. In addition to this, he is the Location Manager for the two Dutch studios in Amsterdam and Eindhoven.



Grant Davidson was born in 1957 in Drayton, England to Scottish parents. His family emigrated to New Zealand in 1960, where he attended school and graduated from Wellington Polytechnic with a diploma in industrial design.

Grant's first contact with Philips Design was during his four months student placement in 1977. He returned to Philips Design as an employee in 1979, and has been with the company ever since. Starting out as a Product Designer for audio/video systems, he continued his path in design management via Philips Car Systems (1986) and Domestic Appliances & Personal Care (DAP), now part of the Philips Consumer Lifestyle Sector, to Philips Design Headquarters. As Senior Design Account Manager at DAP Grant was responsible for the overall design strategy and design culture of the division, as well as its global design activities. In addition to that he was in charge of the human resources side, and actively pursued a policy of multicultural recruitment.

In 2002, Grant took on a senior management position at the Philips Design Headquarters in Eindhoven, heading up the Marketing & Sales activities, and driving the competence development of the client relationship managers. Prior to his current role, Grant was the Chief Design Officer for Philips Healthcare where he had taken on the challenge to ensure that Philips Design optimally provided the Philips Healthcare sector with the level of design services necessary to bring people-focused and meaningful innovations to the market.

In 2008 Grant was awarded a Doctor of Science (honoris causa) by Massey University, NZ, in recognition of outstanding contribution to industrial design. He has been a keynote speaker at multiple global and regional congresses and seminars, lecturing on a wide range of design related topics.

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