



Dr John Pickering PhD

CEO & Chief Behavioural Scientist, Behaviour Innovation

John Pickering, Ph.D., is the Chief Behavioural Scientist and the founding Chief Executive Officer of Behaviour Innovation Pty Ltd.

Dr Pickering specialises in the design, delivery and evaluation of behaviour change programs. His work focusses on using innovation in behavioural science to modify behaviours across entire populations of people. He is the Project Director of multiple projects, including one of Australia's largest behavioural change in agriculture initiatives, Project Cane Changer.

Prior to founding Behaviour Innovation, Dr Pickering was based at The University of Queensland (UQ) where he led the establishment of the Triple P Innovation Precinct. Dr Pickering was appointed to The University of Queensland Senate (2014-2015), and was also appointed to the inaugural UQ Entrepreneurial Education Working Group.

Dr Pickering has presented extensively and published in the areas of behavioural science, psychology, innovation and agriculture. He holds an industry fellowship with the UQ Business School and is a regular commentator in state and national media outlets.