



S O P H I E R E N T O N

SOCIAL RESEARCHER

TRENDS ANALYST

Team Leader of Research

Social researcher.

Sophie Renton

Sophie Renton is a social researcher, trends analyst and Team Leader of Research at the internationally recognised McCrindle. As an experienced researcher, Sophie understands how evidence-based insights can inform strategy and help organisations to thrive amidst change.

From her experience in leading the research team at McCrindle, Sophie assists organisations by bringing a clearer picture to complex problems. Sophie is adept in sharing strategic insights that guide CEOs and executive teams in leading their organisations.

Sophie's engaging, research-based presentations have seen her present to various sectors through board room strategy sessions, keynote presentations and workshops. With academic qualifications in sociology and psychology, Sophie brings robust, research-based content to her engaging presentations and consulting.



"Sophie was able to understand the precise intel that we needed to extract and why. The findings were set out in a helpful and rational sequence."

— Anglicare

Keynote and workshop topics.



Future-proofing careers

How educators and employers can equip the next generation to thrive in changing times

How research and data analysis can best shape strategy

The opportunities research presents to inform and shape strategy.

Leading teams in changing times

Creating an engaging culture for multi-generational workplaces.



Understanding and engaging with generation Z

Inspiring staff, volunteers & teams towards engagement.

Changing times, emerging trends: the top 5 trends transforming organisations

A snapshot of the most influential demographic, social and global trends.

Get in touch.

Phone +61 2 8824 3422

Email info@mccrindle.com.au

Website mccrindle.com.au

Address Suite 105 Solent Circuit,
Baulkham Hills, NSW 2153

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