



David Morrell

PwC partner focused on AgTech Garage

Working with clients in Brazil and throughout Latin America, David fosters and accelerates organizational innovation across a wide range of sectors, including agribusiness, consumer goods and retail.

He is skilled in blending innovation, technology and digital tools to achieve business transformation and elevate the customer experience.

In a career spanning 23 years, David has developed expertise in specialized areas of innovation including digital transformation, customer experience, front-office, CRM and tech. He also holds degrees from Universidade de São Paulo, the University of Turku and Fundação Dom Cabral.

As a humanitarian, David is an advocate for diversity, equity and inclusion, and is directly involved in social causes and initiatives related to education, gender equality and anti-racism in Brazil.