



David P. Campbell, Ph.D.

SMITH RICHARDSON SENIOR FELLOW

David was educated in the Midwest, earning his B.S. and M.S. degrees from Iowa State University, and his Ph.D. in psychology from the University of Minnesota.

In 1960, he joined the faculty of the University of Minnesota, rising to full Professor in eight years. During that period, he co-authored the widely used Strong-Campbell Interest Inventory.

In 1973, he was a Visiting Fellow at the Center for Creative Leadership® in Greensboro, North Carolina and then joined the Center as Executive Vice-President. In 1981, he was appointed as the first Smith Richardson Senior Fellow.

In 1979, he was an Honorary Research Fellow at the University of London and in 1986-1987, he was a Distinguished Visiting Professor at the U.S. Air Force Academy in Colorado Springs.

His lecturing and professional activities have taken him to dozens of U.S. corporations and universities, and to many foreign countries, notably Russia, China, Peru, Mexico, Saudi Arabia, the Philippines, and much of Western Europe.

David has recently published a new psychological test battery, the Campbell Development Surveys™, which includes individual surveys designed to analyze working interests, skills, leadership potential, teamwork and working satisfaction.

His honors include the E.K. Strong, Jr. Gold Medal for excellence in psychological testing research. In 1998, the University of Colorado awarded him an Honorary Doctorate of Humane Letters. He also received the 2001 Distinguished Professional Contributions Award from the Society for Industrial and Organizational Psychology.

David is perhaps best known for his popular books:

“If You Don’t Know Where You’re Going, You’ll Probably End Up Somewhere Else”

“Take the Road to Creativity and Get Off Your Dead End”

“If I’m in Charge Here, Why Is Everybody Laughing?”

He is an avid photographer and skier, and likes to play squash.

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