Dave is a cognitive scientist and adventurer interested in the neurocognitive factors underpinning optimal human performance. He has 20+ years applying cognitive psychology in industrial consumer research and has a current affiliation with the University of Valparaiso in Chile studying the effects of high altitude on cognitive performance. His research focuses on the effects of different environmental conditions on higher cognitive functions and attention, and how to tailor consumer wilderness experiences for enhanced mental wellbeing and personal transformation.