

A senior Brand, Strategy, Innovation and Experience Design expert.

I'm a creative, entrepreneurial and strategic designer of businesses. Known for inspiring and leading teams and growing world class brands. I have a passion for people. I make it my personal mission to challenge convention and complacency wherever I find it. I've a track record of pushing in innovative directions to create award winning design, whilst building an engaging and empowering culture wherever I worked. I specialise in seamlessly integrating the physical and digital worlds to create great experiences. I've worked globally, collaborating in over 35 countries. I believe in applying the principles of sustainable purpose for better social, economic and environmental outcomes. I am looking for a senior role where I can continue to learn, utilise and develop my commercial experience to deliver

purpose and growth for a dynamic business.

EXPERTISE & CAREER HIGHLIGHTS:

STRATEGY | PRODUCT & SERVICE DESIGN | DIGITAL | BRANDING | LEADERSHIP | COMMERCE

- Injected new meaning and value into O2's consumer business and IOT services strategy.
- Led design and business modelling for a new range of electric vehicles for UK start-up.
- Led the digital service transformation of Interbrand, the world's largest branding agency.
- Funded and launched two ground-breaking mobile centric start-ups in Education and Social Networks.
- Explored the future of society at the cutting edge of digital convergence with government, public services, universities and global industry, both large and small.
- Developed and trialled Sweet Talk, a new service with the NHS to support teenage diabetics.
- Initiated service design thinking and led cross-functional teams to create a world of converged services for the consumer and corporate markets for the Orange group.
- Built and directed a team of brand and commercial professionals and with them launched Orange in over 20 countries taking in the worlds largest corporate buyout and making the brand integral to France Telecom's future.
- Helped design Tesco stores experience establishing them as No.1 in the UK.
- Led the design team as Head of Design for the Knoll furniture company in Italy.

EXPERIENCE:

Strategy, Innovation and Business Design Consultant: 2015 - Present

Providing business consultancy helping companies innovate and grow. Projects encompass all stages of growth with a particular focus on digital transformation, service & experience design and strategic positioning for brands large and small. I'm regularly asked to mentor the teams I work with. Currently re-imagining the domestic and business energy market, where I've been developing new business models, brand experiences; products and services for a UK start-up as the founder. Recent and on-going projects also include:-

- **EY** Principal service designer leading team for a new branded client experience for global advisory business.
- **O2** Led the creation of a new overall brand experience strategy for O2 positioning it for growth in face of new entrants and consolidation and helped deliver the annual consumer marketing plan.
- Launching new services for the consumer 'internet of things' markets O2 Drive and O2 Home.
- Helped build and develop O2's first econometric model for all their marketing communications and Co-developed their consumer marketing plan.
- **Zyngo** EV brand, design and business modelling a UK start-up for a new range of electric vehicles - first phase design concepts were created via a competition I ran with The Royal College of Art Vehicle design studio.

Interbrand - Digital Innovation Director, Europe: 2013 - 2015

Digital transformation of Interbrand. Asked by the Global CEO to help redesign Interbrand's business. Reinforcing their thought leadership position by creating value through digital transformation of service experiences. A member of EMEA & LATAM & Global Strategy and Creative management teams.

- Developed new digital tools and capabilities across the consulting offer - strategy, creative and implementation.
- Inspired existing and new people digital skill-sets and ways of working, created and delivered new digital training modules to the global academy.
- My work was applied successfully to client businesses across Europe, Asia and the US including **AXA, Allianz, Wrangler, AT&T, UEFA, Land Rover, Tesco, GSK, Deutsche Bahn, British Gas, EDF, and BA.**

The SEA – Managing Creative Director: 2004 - 2013

I owned this service innovation and brand design company focused on helping large and small organisations define their future, helping to create and deliver their strategy, products and services for sustainable growth. Highlights:-

- Working with the **NHS**, Public services, Schools, Museums and Galleries, **Department for Culture, Media and Sports**, and **Channel 4** explored the future of health and education through collaborations.
- Working with a range of startups on the coasts of the US on the future of converged media technologies.
- **NEC** global business new small cells services design, hardware industrial design and marketing launch.

- Industrial design, UI and UX for worlds first icon driven curved edge touch screen mobile smartphone.
- Design and launch of world first cross platform multimedia messaging service - **Idea Board**.

Ventures:

At The SEA, founding, funding and launching two ground-breaking mobile centric start-ups in 2005 and 2007. A gallery visitors service, **OOKL** supported by the DCMS and **WeGlu** - a mobile social network launched with Channel 4. I led the design and technology teams in agile development and experienced the trials and tribulations of being ahead of the wave whilst dealing with venture and M&A teams from Google, Microsoft and ITV!

Orange 1995 - 2004

Director of Brand Futures: 2001 - 2004

Reporting to the Executive Group Board at Senior Vice President level, responsible for the global brand strategy and design for future products and services. I developed and delivered a Group-wide innovation delivery process covering exploration, strategy, design, prototyping, trials, evaluation and recommendations for future direction in both consumer and business markets. (Direct team of 4, indirect teams up to 50, Budget £100m+).

Head of Worldwide Brand Strategy, Communications, Consultancy & Delivery: 1999 - 2001

Led development, implementation and operation of the brand, its services and vision across the worldwide businesses. Supported the board through the sale and merger with France Telecom and re-branded them to Orange worldwide. (Team of 45 with 4 direct reports, Indirectly all global commercial teams, Budget £10m+).

Head of International Commercial Activities: 1997 - 1999

Made Orange an International brand. Created and leading a team of international experts responsible for brand, customer services and distribution (and, indirectly, all global commercial teams), reporting to the group executive board. Built and drove £100 million revenues through the creation and implementation of the brand license to its franchisees. Launches in Hong Kong, Switzerland, Israel, Belgium, India and Australia.

Design & Communications Manager - Orange UK: 1995 - 1997

Responsible for the brand, strategy, design and communications across internal and external channels. Supported UK board and merchant banks with UK IPO of Orange as the world's youngest FTSE 100 company. Creative lead for all external agencies work supporting branding, marketing, internal and corporate design and communications.

Tesco Stores PLC - Design Manager: 1990 - 1995

Design and planning of departments and formats across store portfolio. Creating customer centric retail service designs. Transforming the environment from 'pile it high' to the number 1 supermarket retailer in the UK. Helping to create and launch the Metro and Express brands and early international expansion into Europe.

Knoll Furniture - Foligno, Italy. Head of Design for Knoll Europe: 1989 -1990

Led the European design office in the design and manufacture of iconic furniture and systems to create better working environments for office's and homes — & learned Italian very quickly! (Direct team 20).

EDUCATION & TRAINING.

Cranfield University School of Management: Leadership and Senior Management Programme.

Royal College of Art: Master of Design - IDE (MDes RCA)

Imperial College: Master of Science / DIC MSc - (IDE Joint Double Masters).

University of Manchester: Bachelor of Science - Aeronautical Engineering (BSc Hons 2.1)

OTHER INTERESTS, VOLUNTEERING, AWARDS AND HOBBIES:

I mentor for start-ups at **Wayra UK**, Telefonica's incubator, and for social entrepreneurs at **UnLtd**. Have lectured on design and brand experience for the RCA and UCL. I was a long term Design Associate for the Design Council's leadership programme "helping UK businesses be more competitive, increase profits and boost their performance through the strategic, effective use of design."

Among numerous awards for design and marketing I am honoured to have been awarded the first ever **IPA Effectiveness Gold Award for International Marketing**.

I recently updated my coding and web design skills to create responsive sites (html5, java and css) and designed and built my **portfolio**.

I've a passion for the natural world, science, technology and sport and how they inspire us to build a better future. Am a keen walker, snowboarder and scuba diver. I read widely, enjoy movies, gig-going and festivals. I relax, share and learn by cooking and playing the piano. I speak Italian and can get by in French and Spanish. (See also my profile and recommendations at **Linkedin** and **Portfolio here**).