

Strategic and Creative Service Design Leader

Known for inspiring leadership and customer centric transformation. I have a passion for people and a knack for building high performance teams. 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, branding and strategy, whilst building an engaging and empowering culture wherever I've worked. Through listening, learning and mining data and insights, I fight for work that is caring, creative and collaborative. I've worked at the forefront of transformation, branding and design with government departments, global businesses and start-ups across a range of industries. I am keen to contribute and continue to learn and develop my experience to deliver purpose and growth for a dynamic organisation.

EXPERIENCE:

We Are Energy Co-operative - Founder: - Present

Leading this new green energy co-operative through its conception, creation and commercial launch to build a greener future.

- Developing new business models for local and national rollout;
- Securing funding for capital and operating expenditure;
- Designed Customer Experiences and propositions; products and services design.
- Sourcing and Securing supply chain.
- Working with Ofgem, BEIS and the FCA to understand and clear regulatory and co-operative registration barriers. Created the brand, website and launch communications.

Service Design Consultant: - Present

Practising design led consultancy helping organisations manage and deliver innovation, change and growth. Projects across all stages, with a focus on product & services design and experience, research and co-creation, digital transformation, people and strategy, market positioning and communications for organisations and projects both large and small. Regularly asked to mentor the teams I work with. Recent highlights:-

- **Zyngo** Design and business modelling for UK start-up for a new range of electric vehicles. First phase design concepts were created via a competition run with The Royal College of Art Vehicle design studio.
- **EY** Principal service designer leading team defining a new client experience for a global advisory business.
- **O2** Led the creation of a new **service experience strategy for O2** and launched new services, O2 Drive and O2 Home, positioning it for growth in face of new entrants and consolidation. Created new econometric model and delivered annual plan for consumer marketing.

Interbrand - Digital Innovation Director, Europe:

Executive member of EMEA & LATAM & Global Strategy and Creative Boards. Led the digital transformation of Interbrand. Reinforced their **thought leadership** position by creating value through digital transformation of service experiences.

- Developed new learning platforms for culture and training offers via collaborations with suppliers.
- Created and delivered digital global academy training modules both in person and across learning platform.
- Developed new **digital tools and capabilities with supporting business cases** across the consulting offer
- 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 Science Ecology & Art – Creative Managing Director:

Owned this independent consultancy offering design, strategy and innovation services for businesses, governments and start-ups in Telecoms, Media, Education, Health Care, Retail, Fashion and Culture.

- **NEC.** Global business new Small Cells service design, hardware **industrial design** and marketing launch.
- **Orange.** Industrial Design, UI and UX for worlds first icon driven curved edge touch screen mobile smartphone; Orange Vision and customer experience strategy.
- **Camper.** Designed and developed a new range of **men's shoes** for this iconic footwear brand from Mallorca.

Directed the design and technology teams for two ground-breaking SEA funded start-ups.

OOKL with **Department for Culture, Media & Sport.** Designed and developed a **national learning platform** for museums and galleries. Launched as a separate venture, currently in hundreds of cultural venues globally.

WeGlu - a world first mobile centric **social network** launched with Channel 4's iconic youth drama Skins.

Orange

Led and advised executive team on design, branding & communications for Orange group businesses.

Director of Brand Futures:

Responsible for global innovation strategy and design for **mobile centric future products & services**. Created cross-functional team to deliver a process for research, exploration, strategy, finance & business modelling, design, prototyping, trials, evaluation & recommendations for future direction in consumer & business markets.

- **OrangeWorld** strategy designing sustainable wirefree services that enhanced everyday life (wellbeing, learning, local communities, time & financial planning and the fun things in life).
 - Developed new subsidiaries, business lines and partnerships in **Health**, Music, Travel and TV services.
 - **Sweet talk**. Designed, developed and ran an innovative service for the **NHS** for young people with diabetes. The year long clinical trial used CBT led goal-based messaging to improve health outcomes by 15%.
 - Developed the **eVIVA** service for QCA now (Ofqual) with Ultralab to help students work towards to qualification and support formative and summative assessment for teachers and regulatory bodies.
 - Launched **Idea Board** a x-platform multimedia messaging service to help people spontaneously share ideas.
 - Initiated and ran relationship with MIT MediaLab in Boston and Dublin delivering joint projects with them.
- Work on new forms of blended learning & behaviour change in healthcare cited by academia and media researchers in a wide range of publications including **The Economist** and **The World Health Organisation**.

Head of Worldwide Design & Brand Strategy, Communications, Consultancy & Delivery:

- Led development and commercial operation of the products & services, brand communications, and company vision across the group businesses.
- Supported the board through sale and eventual merger with France Telecom and transformed FT operations to Orange worldwide. (14 new country launches across Europe, Asia, Africa and the Caribbean).

Head of International Commercial Activities:

- Launched Orange as an International brand. Hired and lead a team of experts responsible for design, marketing, customer services and distribution (indirectly, all global commercial teams).
- Built and drove £100+ million new revenues from the creation and management of the brand license to its franchisees. Team launched brand in Hong Kong, Switzerland, Israel, Belgium, India and Australia.

Design & Communications Manager - Orange UK:

- Responsible for the brand strategy, design, communications and implementation across all touch-points.
- Delivered industrial design of world first video phone.
- Delivered award winning Orange Website and Orange Shops nationally.
- Supported UK board and banks with UK IPO of Orange as the world's youngest FTSE 100 company.
- Creative lead for agencies supporting design, branding, marketing, internal and corporate communications.

Tesco Stores PLC - Design Manager:

- Designed & oversaw manufacture of departments & formats for a customer centric retail service design.
- Transformed the environment from 'pile it high' to the number1 supermarket retailer in the UK.
- Helped launch the Metro and Express brands and early international expansion into Europe.

Knoll Furniture - (Italy). Head of Design for Knoll Europe:

- Led the European design office in the design and manufacture of iconic furniture and systems to create better working environments for offices and homes — & learned Italian very quickly!

EDUCATION & QUALIFICATIONS.

Cranfield School of Management: Leadership and Senior Management Programme.

Royal College of Art & Imperial College: Industrial Design Engineering, Joint Double Masters. Master of Design (MDes RCA) & Master of Science / DIC MSc.

University of Manchester: Aeronautical Engineering (BSc Hons 2.1)

OTHER INTERESTS, VOLUNTEERING, AWARDS, SKILLS AND HOBBIES:

- Mentored for start-ups at Wayra UK, Telefonica's incubator, and for social entrepreneurs at UnLtd.
- Lectured on design and brand experience for the Royal College of Art and University College of London.
- 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."
- Honoured to have been awarded the first ever **IPA Effectiveness Gold Award for International Marketing**.
- Skills to design and code for the web and apps (Figma, Sketch, Invision, html5, java and css; Node.js, Git etc).
- I am inspired to relax, share and learn through my passions for exploring the natural world, for music and the arts, science & technology, cooking and playing the piano. I speak rusty Italian and can get by in French and Spanish. (See profile and recommendations at [LinkedIn](#) and personal [Portfolio here](#)).