

Gareth Bourne

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Profile

20 years' professional experience in permanent and consulting roles with globally renowned companies, including 101 Ways, Chaucer, Sapient, EY, Havas and Apple.

I focus on digital product innovation, transformation and strategy. I combine business, service and experience design expertise with a deep understanding of technology and marketing to develop new products and services, develop disruptive economics and create compelling experiences.

I have successfully created and run companies, functions and programmes. I bring an entrepreneurial approach to all projects, quickly building or integrate teams and capabilities. My breadth of experience means I am highly adaptable, enabling greater value delivery at pace. I bridge the gaps between commercial, product, technology and creative functions. I deliver results in high pressure environments, working on global projects with CxO clients across the EU, USA, Middle East and Far East. I hold UK government SC level security clearance until 2026.

Key skills

Innovation and transformation strategy, design and implementation using design thinking and lean / agile methodologies, including set up and management of labs and incubators. New proposition development and validation. Platform and ecosystem strategy and design. Driving and influencing effective decision-making through all levels and stakeholders, defining OKR / KPI performance frameworks and managing expectations across multiple stakeholders.

Business design covering strategy, monetisation models and financial projections, go-to-market strategy and creation of commercial, technical and operational roadmaps. **Service design** covering front-to-back (experience/operational) and full end-to-end customer journey mapping and integration with business design. **Experience design** across all physical touchpoints and digital channels, to high levels of design fidelity and with strict attention to detail.

Business development and operational management, acting as senior level client partner and delivering honesty, clarity and focus. Extensive experience in pitching and winning, including RFI / RFP responses. Supplier procurement and day-to-day management. People management and talent development, for large and small teams, including mentoring and senior-level recruiting. Managing up, board level presenting and influencing, effective budget management.

What I bring

Clarity by removing ambiguity from complex processes and contextualising the economic and technical aspects of programmes, and in setting vision, direction and focus for companies, teams and programmes.

Leadership across companies, teams and projects for commercial, creative and technical functions, establishing a common language and a philosophy of group enablement to deliver better results. I bring a calmness and resilience under pressure and in difficult business cycles, enabling effective decision making.

High levels of awareness across politics, cultures, trends and borders means I integrate with diverse teams quickly. I frequently work across multi-national projects with high levels of cultural localisation.

Strategic thinking, understanding risk across sectors, businesses and programmes, mastering complex and disparate information quickly to understand drivers and consequences, developing effective commercial and creative strategies, and translating them into deliverable roadmaps that can be implemented effectively.

Design for feasibility, viability, desirability and behaviour change. I develop the value of design to business, and as a method to understand users to deliver compelling products, services and experiences that impact the market.

Deep understanding of technologies, how they integrate into platforms and the capabilities they deliver. Direct experience with Microsoft Azure, Adobe, Amazon, Sitecore, Mambu, bespoke API platform development, iOS and Android, payment systems and data management and JIRA, KANBAN, agile and waterfall development methodologies.

Selected projects

AGTB • Running experience design, service design, strategy and roadmapping for a new a new digital trade finance bank, built from scratch in 4 months. (with Sapient • 2018/19 • UK/UAE • agtb.com › • Sapient Link ›)

Brandbox • Extensive strategy and service design for Brandbox, a new retail offer for digital native brands (DNBs) from Macerich. (with Fitch • 2018 • UK/USA • brandbox.com › • PR Link ›)

EY Financial Services • Corporate innovation programme design and IP creation for EY FSO, with goal of impacting 20% of GM by end FY20. (with EY-Seren • 2017/18 • UK/EU)

EY Tesseract • Business design and market validation in London and Hong Kong for a new Transport as a Service (TaaS) blockchain platform. (with EY-Seren • 2017 • UK/HK • EY Link ›)

Selected experience

Founder

Superstate >

September 2014 – Now

- Superstate designs businesses and systems for the next economy.
- Worked with private clients and as a consultant via Superstate with 101 Ways, Signal/Noise, Sapient, JWT, Fitch and R/GA, including longer-term roles with Sia Partners / Inzenka (Senior Associate), Chaucer (Innovation Lead), EY-Seren (Principle Consultant, Business Design) and Havas/FullSIX (Executive Strategy Director).
- At Sia Partners running innovation, business design and strategy programmes for a number of B2B clients.
- At Chaucer running design thinking and service design programmes for NHS Professionals and other clients.
- At EY-Seren leading programmes for business design and market validation in London and Hong Kong, and programme design and delivery for corporate financial services innovation for EY FSO.
- At Havas/FullSIX, hired as 2nd in command, restructured team by hiring Business Director and Head of Data. Led strategy for all clients, including Sainsbury's and Freeview, and led all pitches, winning multiple new clients.
- Other projects and clients:
 - Working with a new start-up bank in Saudia Arabia, establishing their Business Intelligence function.
 - Leading new product development and strategy for LexisNexis.
 - Leading digital transformation for Dyson and The AA, developing vision, strategy and performance frameworks.
 - Creating innovation frameworks and running new product development for Studio B (Clydesdale & Yorkshire Bank), EY Financial Services, Siemens Cybersecurity, LexisNexis, British Gas and others.
 - Leading strategy and business design for HBO Europe
 - Technology productisation, business design and go-to-market planning for a UK tech start up.
 - Leading service and experience design for Brandbox, AGTB and Sainsbury's future loyalty scheme.

Founder & CEO

BEAM

May 2010 – August 2014

- A new concept for global media distribution, syndication and monetisation. Version 1 was a photo trading platform, version 2 was a premium publishing platform for licensing, distribution and monetisation of content.
- Founded and managed company, established highly experienced board, recruited commercial and technical team, raised 2 rounds of seed financing. Led all product design and development and managed commercial development.
- Took idea through development to commercial traction in 6 months, then ran out of money as we tried to pivot.

Head of Production

Apple

October 2008 – April 2010

- Senior Marcom Manager and Marketing Function Lead. Responsible multi-channel video and animation production and distribution across 22 EMEA websites, partner websites and in-store, with full content localisation.
- Worked on all major global product launches as well as in-market sustaining activity, working with US / global teams on launch, then activating in EMEA. Split time between London and California.
- Managed \$6m production budget. Responsible for full project lifecycle and for 3rd party agency management. Managed up to 90 crew, consisting of Apple team members and multiple dedicated supplier teams. Ran full supplier management, including briefing, budgeting, performance and operational management and delivery.
- Worked with Cross-Functional producers, web team and Product Marketing on strategy and review including project ROI and co-ordinated activities and with teams in US, Japan and China, as well as global Creative Directors. Rated overall as Significant Contributor (4/5) in performance review, and as Exceptional (5/5) for Achieves Results.

Senior Producer

Nexus Productions >

April 2007 – September 2008

- Set up a new interactive department to complement their existing animation studio.

Account Director

Ascent Media Group

February 2002 – January 2006

- Managed strategic clients and responsible for £1.0m of group revenue per year, exceeded by over 35%.