



**Chris Grantham**

## **Curriculum Vitae 2024**

### **Contact Details**

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**I work at the intersection of being a research director, strategy designer, product and business model innovator.**

I enjoy engaging with leaders, facilitating immersive workshops and crafting strategic opportunity narratives that help businesses to innovate, grow sustainably and address the organisational barriers to doing so.

### **CAREER HIGHLIGHTS**

#### **Executive Director at IDEO - 2018 - 2023**

I was formerly an Executive Director at IDEO, where among my roles I led the organisation's brand experience design portfolio in Europe (\$10 m plus portfolio) and more recently their sustainability portfolio globally (approx \$5m portfolio), working with organisations like H&M, IKEA, VF Corps, Solvay, SAP and Danone on their **packaging and product innovation**.

#### **Supporting multiple clients in their product to services shift**

Worked extensively with clients looking to develop services within their retail offers (digital and physical). Successful scale ups include Zalando's *Zircle* digital wardrobe platform (resale, swap, reduce), H&M repair platform and Kipling's bags rental platform.

#### **Developing client innovation capacity**

Whilst at IDEO I led the development of multiple in-house innovation labs for clients including H&M and Sara Lee. I also created successful innovation ecosystems that partner investors, startups, pre competitive corporates and IDEO around an innovation mission in a shared IP model that derisks and catalyses innovation. [Next Gen Cup](#), [IDEO CoLab](#).

#### **Brand Experience Portfolio Director at IDEO 2014 - 2016**

#### **Design Researcher and Project Leader at IDEO 2010 - 2014**

Led IDEO's innovation partnership with IHG Hotels designing new brands, environments, business models, services and experiences across their brand portfolio (attracting over \$1bn dollars of investment capital from franchisees). Worked with a variety of clients in the retail and hospitality space (including Hakkasan, Viking Cruises and Yas Island), in FMCG product innovation, (leading IDEO's portfolio of projects with Sara Lee that helped to successfully position the business for sale to Tyson Foods), and services innovation with Lexus and Telefonica.

## **Career post IDEO 2023- 2024**

Founding Creative Leader - Neol

Neol's platform empowers creative leaders with the technology, people, and processes they need to deliver impactful projects from anywhere at scale.

Supervisor: Postgraduate Certificate in Sustainable Business (value chain cohort) –  
University of Cambridge Institute for Sustainability Leadership

Place-based Innovation Advisor - The Royal College of Art, Materials Science Research Centre

## **Career prior to IDEO**

**1998 - 2010 - Advertising Planning, Marketing Consultant, Brand Consultant, Futures Insights Consultant.**

Working mainly in FMCG, Technology and Financial Services sectors as an executive and consultant for companies such as **Pulicis, The Value Engineers, Dragon Brands and Kantar**

Developed my craft as a strategist and versatile consultant gaining a broad range of skills and experience that was deployed from business proposal writing to workshop facilitation, insight gathering and concept writing.

## **EDUCATION**

- **Acumen** - Systems Practice Course
- **The Aspen Institute** - Business and Society Program - First Mover Fellow 17/18
- **London Business School** - *Next Generation Leadership in Professional Services*
- **Association of Qualitative Research** - Qualified as a qualitative researcher
- **King's College London** (London University) - BA English Literature and Language 2:1

## REFERENCES



Chris is an accomplished strategist and design leader with remarkable experience in building global brands, launching new to the world products and services and developing multi-party coalitions to unlock new value for organisations. At IDEO he has led multi-million dollar programmes in industries like hospitality and retail that have yielded significant returns not just financially but most importantly pioneering new ways of working that have been adopted at scale by their organisations.

In the last decade Chris has pioneered the application of the design process into the circular economy paradigm, bringing deep human insight and tangibility to the development of new circular products, teams and governance, moving these new models from piloting stage into core business drivers. Chris is both an insightful system thinker and a hands on practitioner, a great host and facilitator and a wonderful colleague I have had the pleasure of working 12 years with.

Luis Cilimingras  
Partner  
IDEO



I have had the privilege of working with Chris Grantham over the last six years as he has led the effort to build IDEO's practice in sustainability. Chris led our relationship with key partner, The Ellen MacArthur Foundation, and led the project to create the highly influential Circular Design Guide.

Over this period Chris has exhibited several key leadership strengths. He has been entrepreneurial in developing a new practice, uncovering new business opportunities and developing key relationships with partners and clients. He has become a deep content expert in the role of design in the circular economy and has developed expertise that is valuable to any organization looking to grow in the Climate Era. He has become an important influencer in the role of design in the circular economy having spoken and written on the topic.

Chris is a committed and thoughtful leader with a clear sense of purpose and I look forward to him making a strong impact in whichever organization is fortunate enough to retain him.

Tim Brown, CBE  
Chair of IDEO