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SPEAKERS

DESIGN THINKING

FOR INNOVATION & BUSINESS GROWTH

THE ROYAL HOSPITAL KILMAINHAM, DUBLIN



DENIS HAYES

Managing Director, IRDG

Prior to becoming Managing Director of IRDG in late 2011, Denis had over 30 years' experience in the food and beverage industry working in a number of leading consumer products companies. This included director and senior management technical roles within C&C, Glanbia, Heinz and Cadbury covering Research, Development & Innovation, Quality, Health, Safety & Environment.

He has played a leading role in innovations associated with brands such as Cadbury, Yoplait, Avonmore, Kilmeaden, Heinz, Bulmers, Magners and Ballygowan. His most recent role prior to IRDG was at Bulmers as Innovation and Technical Director. Denis holds Master degrees in Biochemistry and Food Science in addition to an MBA.



GERARD O'NEILL

Chairman of Amárach Research

Gerard is a graduate of the London School of Economics and was previously Business Planning Manager in An Post. He leads the strategic consulting practice in Amárach, working with senior management teams to create resilient strategies for the future. Gerard was appointed a member of the National Statistics Board in 2014. The Board is responsible to the Government for developing its statistical strategy.

He has served as a director of the Irish Internet Association and was previously chairman of the Marketing Society. Gerard was also a co-founder of Hireland.ie, the job creation initiative. He is a Fellow of the Marketing Institute of Ireland and his book – 2016: A New Proclamation for A New Generation – is published by Mercier Press.



PROFESSOR JEANNE LIEDTKA

Prof. of Business Administration, University of Virginia Darden School of Business

Jeanne M. Liedtka is a faculty member at the University of Virginia's Darden Graduate School of Business and former chief learning officer at United Technologies Corporation, where she was responsible for overseeing all activities associated with corporate learning and development for the Fortune 50 corporation, including executive education, career development processes, employer-sponsored education and learning portal and web-based activities.

At Darden, where she formerly served as associate dean of the MBA program and as executive director of the Batten Institute, Jeanne works with both MBAs and executives in the areas of design thinking, innovation and leading growth. Her passion is exploring how organizations can engage employees at every level in thinking creatively about the design of powerful futures.

Her current research focuses on design-led innovation in the government and social sector, as does her forthcoming book, *Designing for the Greater Good*. Her previous books include: *The Catalyst*; *How You Can Lead Extraordinary Growth* (winner of the Business Week best innovation books of 2009); *Designing for Growth: A Design Thinking Tool Kit for Managers* (winner of the 1800 CEO READ best management book of 2011) and its accompanying field guide, *The Designing for Growth Field Book: A Step by Step Guide*, *The Physics of Business Growth: Mindsets, System and Process* and *Solving Business Problems with Design Thinking: Ten Stories of What Works*.



DR. PETER ROBBINS

Innovation Lecturer & Consultant, EDEN Centre for Entrepreneurship, Design and Innovation

Peter Robbins is one of Ireland's foremost experts in innovation and new product and service development. He was global head of innovation excellence for GlaxoSmithKline where he led many of the worldwide, new product launches for Lucozade, Aquafresh, Sensodyne, Panadol, Ribena, alli and NiQuitin. Peter's PhD is in Innovation. His area of research is how firms organise for innovation. He is a faculty member and programme director in innovation with the Department of Design Innovation in Maynooth University.

He is an innovation advisor to the Governments development agencies and has developed and run courses and workshops in innovation for organisations in the public and private sector. He is on a number of innovation advisory boards in business and the third sector. Peter has trained in the renowned Stanford D School, he is a graduate of London's What-if creativity.



BRIAN STEPHENS

Founding Designer and CEO, Design Partners

Brian Stephens is co-founder and CEO of Design Partners. Working for clients such as Logitech, Philips, LG and Huawei, the consultancies work has been recognised across the globe for product design that fuels brand ambition and commercial success. He will speak about the importance of the complete creative process, how it happens from a designer's point of view and what needs to be nurtured to make design thinking truly effective. He strongly believes in the role of design in all areas and is currently expanding Design Partners team and expertise for new clients in the healthcare and expert user categories.

Awarded an IDI lifetime achievement award for design in 2011, Brian and his team have won over 200 international design awards.



PHILIP BARRETT

Illustrator, Designer, Comic Artist

Philip Barrett is an illustrator, designer and comic artist originally from Co. Donegal and currently based in Galway. In 2012 he illustrated the O'Brien press children's book best-seller 'Where's Larry?' and in 2016 illustrated the follow-up 'Where's Larry This Time?'. His illustrations and comics have appeared in publications as diverse as the Irish Times and Rabble.

He has been self-publishing his comic 'Matter' since 2001 and has contributed to numerous anthologies. Philip set up Blackshapes Books in 2014 to publish longer form graphic novel work of which to date he has published John Robbins 'Unlucky Unlikely' and his own collection of comics 'In Bits'.

Philip specialises in live-drawing and has provided illustrated reports at events for Google, TEDx Dublin, IRDG, the National Museum of Ireland and the Dublin Writers Festival among others. In association with his video partner he has produced numerous hand-drawn 'televisualisation' education and informational videos for clients such as Houghton Mifflin Harcourt, Scottish Social Services and Cancer Research UK.



LESLEY MCKIMM

Producer at Newgrange Pictures & Producer of My Name is Emily (2016)

Lesley McKimm has been working in film and television since 1991. She is co-managing director of Newgrange Pictures, which she runs with fellow producer Jackie Larkin. Together they produce feature films, documentaries and tv drama for the international marketplace.

Feature films produced at Newgrange include the current film My Name is Emily (starring Evanna Lynch and Michael Smiley), Stella Days (starring Martin Sheen, Stephen Rea, Marcella Plunkett, directed by Thaddeus O'Sullivan) which was nominated for 9 IFTAS, Happy Ever Afters, starring Golden Globe winter Sally Hawkins & Tom Riley which was released theatrically by Disney in Ireland, Verve in the UK, Haut et Court in France, Lucky Red in Italy & Senator in Germany, and Kings starring Colm Meaney, dir Tom Collins which was Ireland's first ever submission to the foreign language Academy Awards.



JACKIE LARKIN

Producer at Newgrange Pictures

Jackie Larkin is a highly experienced producer who has been involved in Ireland's film and independent television industry for the past 20 years. Jackie is joint managing director of Newgrange Pictures a film company formed in December 2005.

Jackie is currently financing two indigenous feature film projects and is also working on a number of European co-production projects.

Along with numerous documentaries and short films her feature film credits include Stella Days and Kings. She is a former board member of SPI (Screen Producer's Ireland), a member of ACE the European Association of Producers and graduated from the Media Business School in 2003.



HELEN KING

Director of Consumer Insight & Innovation, Bord Bia

Helen is the Director of Consumer Insight in Bord Bia – The Irish Food Board. With a background in Economics and client-side consumer marketing, she brings a strategic, consumer-centred approach to business, turning cutting edge insight into actionable plans for Irish companies. She has nurtured and guided many Irish brands' success and her initiatives have helped to further Ireland's global reputation as a premium supplier of food and drinks.

Helen leads a team of seasoned professionals in Bord Bia that work with companies ranging from artisan start-ups to household-name multinationals to develop innovative strategies that build resilient brands and enable commercial success.

She has spoken at conferences all over the world, has won multiple awards, and has been referenced in many talks and in trade, consumer and academic publications.



RANDY SALZMAN

Independent Writing and Editing Professional

For several years Randy Salzman has been studying design thinking in the social sector. A long-time communications professor, in the past decade he's been working with Jeanne Liedtka, re-writing ideas into easily told stories and doing much of the ethnographic interviewing and observation. After editing The Catalysts, and commenting on drafts of Dr. Liedtka's other writings, in the past two years they've collaborated on the next full-length work, Designing for the Greater Good, the just-published Designing for Growth, Facilitator's Guide and developed presentation materials and methods from PowerPoints to posters; from videos to games.

In the past year, he's taught human-centered design to college students and business groups and mentored groups undergoing their own design-thinking projects.

Over the past decade, the former communications (primarily broadcasting and journalism) and creativity (primarily graphics, advertising and film) professor's writing has focused on transportation creativity, specifically the TravelSmart concept from Australia, and how to deeply understand American drivers in order to facilitate transportation change.



DR. TONY O'DONNELL

Head of Research at EdgeVerve, an Infosys Company

Prof Tony O'Donnell is the Head of Research at EdgeVerve Systems, the product subsidiary of Infosys. EV is one of the world's largest fintech companies and nearly 1 in 5 bank accounts run on their software. Tony holds an engineering degree and a PhD in Computer Science from Trinity College Dublin, where he is also an adjunct assistant professor of design. He is also a Chartered Engineer and Fellow of Engineers Ireland.

Tony is passionate about design-led innovation, and has worked closely with the Centre for Design Research and the d.school at Stanford in recent years. He applies Design Thinking to manage the productive output of innovation, with a clear focus on rapid prototyping, customer feedback and high business impact.



STEPHEN HARVEY

Global Director of Innovation, Logitech, Lausanne

Stephen Harvey is the Director of Innovation for Logitech's Creativity and Productivity, Gaming and Video Collaboration Business Units based in Lausanne, Switzerland. Focussed on Innovation and Quality, Logitech designs products which help people enjoy a better experience with the digital world—creating new experiences across music, gaming, video, smart home, and computing.

Stephen has a mechanical engineering degree and a masters degree in Industrial Design Engineering from the Royal College of Art. He is passionate about user-centred design, creating and leading multi-disciplinary teams to deliver innovation and sprint methodology.

Previously, Stephen spent 5 years managing the Logitech's R&D Engineering team in Cork where he set up a discovery group to explore new user experiences, technologies and materials for future product roadmaps.

Prior to working at Logitech, Stephen spent 15+ years in the medical device industry developing a wide cross section of high volume products in different R&D roles for Stryker and GlaxoSmithKline. Stephen also worked for the medical charity organisation, Bath Institute of Medical Engineering, where he grew his love for user centred design working directly with patients everyday.



CHRISTINE KURJAN

Innovation Director at Innovation Delivery & Quiver Consulting

Christine was originally based in engineering which led her to develop her professional experience in step with IDEO, the international consultancy she worked with for 15 years. Engineering analysis and design in the fields of aerospace, medical systems, and consumer products has given way to defining the experiences delivered at retail, in your home, online, or within your company...and from there to using design-thinking to manage organizational transformation.

Currently consulting on short and long-term projects for clients in the US, Ireland and Asia.



TREVOR VAUGH

Programme Director for the MSc in Design Innovation at Maynooth University

Trevor Vaugh is programme director for the MSc in design innovation at Maynooth University, an experienced design practitioner, researcher and design innovation advisor. Trevor's expertise are in human-centered innovation, design strategy, product design, entrepreneurship and design thinking. In recent years Trevor has become increasingly focused on the role of design and design-led thinking in delivering transformative growth opportunities to organisations.

Prior to entering academia Trevor headed the design at Advanced Surgical Concepts where he developed new strategy, products and systems for companies such as Olympus, Gyrus, Ethicon and Covidien. Trevor was heavily involved in early conceptualisation and development of LESS surgery – an access port, surgical methodology and operative system for Olympus. LESS has been heralded as the next evolution of laparoscopic surgery and has featured in the Cleveland clinics top medical innovations. Trevor's work has accumulated a portfolio of over 45 patents, invented new product categories and helped disrupt surgical markets. Trevor has represented the product & industrial design section of the Institute of Designers in Ireland, is a co-editor of Iterations design journal and is an advisor to a number of high potential early-stage ventures. Trevor's work for VaughShannon, a brand he co-founded in 2007 has represented Irish design internationally and licensed products to multinational retailers.

In 2013 Trevor joined the Department of Design Innovation at Maynooth University where he teaches at undergraduate and postgraduate level. His research focuses on how new ventures create, identify, transform and adapt to new insights, challenges and opportunities.