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SPEAKERS

DESIGN THINKING IRELAND 2017

Entirely new, forward-thinking ideas for your Business Strategy and Innovation Culture

THE HELIX, DCU, 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.



PROF. ULRICH WEINBERG

Director School of Design Thinking | Hasso Plattner Institute, Potsdam

Since 2007 Director of the School of Design Thinking at the Hasso-Plattner-Institute in Potsdam. Studied Arts, Design, Philosophy and Art History in Munich and Berlin. 1980-1986 active in TV design in public and private production facilities. Since 1986, specialized in 3D computer animation (among others with mental images, ART + COM) in artistic, technical and scientific projects for companies like ARD, BMW, Daimler Benz, Siemens, Schering, Telekom and ZDF. Founder of the company TERRATOOLS and CYPARADE with focus on 3D animation, simulation, cross-media projects and computer games. Since 1994 Professor of Computer Animation at the Film University Babelsberg. For four years the Vice President for Research, Development and International Relations. Since 2004 Visiting Professor at the Communication University of China CUC in Beijing and there since 2014 Honorary Director of the Design Thinking Innovation Center. Since November 2014 board member of the German Society for Quality DGQ e.V., board member of TEDx Berlin and, since 2015 co-founder of WeQ-Foundation and its chairman. Co-author of several books, author of "Network Thinking - Was kommt nach dem Brockhaus-Denken".

The HPI School of Design Thinking is a sister institution of Stanford d.school. The principle: course-related project-based learning in multidisciplinary teams, no single grading. Collaborating people are the center of attention and a specially designed variable environment, based on teamwork atmosphere. Currently, 120 students from about 70 disciplines, 60 universities and 20 nations take courses in Design Thinking. A team of 35 professors and assistants accompanies the students in the learning process. In addition, more than 4,000 professionals are trained at HPI in Design Thinking annually. The Potsdam School of Design Thinking became a model for educational institutions in Beijing, Kuala Lumpur, Stockholm and Cape Town. Ulrich Weinberg supports and advises for years companies such as SAP, Janssen, Volkswagen and Bosch in transformation processes to networked digital work structures. He is to digital at home and abroad sought congressional speaker transformation, design thinking, Network thinking and collaborative working and learning culture. He has two children and lives with his family in Berlin.



MARK BRENNAN

Vice President User Experience & Design Ireland | AppHaus Development Labs, SAP

As Vice President of User Experience and Design Mark leads the innovative development of next generation application in the award winning AppHaus Development Labs in Ireland.

Senior IT Leader with 20+ years working in the IT industry focusing on Enterprise application development in analytics, cloud, mobile and Big Data. He has held many leadership roles in on demand software development, agile & lean development, data integration, IT and management consultancy. A design thinking champion with a focus on building innovative, feasible and desirable products he has led many teams in the delivery of award winning applications.

Very focused on driving innovation culture, scaling design thinking and enabling design led development to deliver products of higher value and excellent user experience. He has collaborated with many initiatives in the Ireland Ecosystem to further the approaches and principles of design thinking as a tool for innovation. His mission is to bring ideas to life through excellent execution.

BSC in Software Engineering and Applications from DIT Kevin Street and is certified in PRINCE Project Management and Agile methodologies.



LESLEY TULLY

Head of Design Thinking | Bank of Ireland

Lesley is Head of Design Thinking at Bank of Ireland; a role dedicated to helping define new market opportunities; build innovative solutions based on unmet user needs, emerging behaviors and digital technology; collaborate with startups and deliver the practice of Design Thinking through the organization.

Over her 15-year career, Lesley has worked with a range of private and public sector clients and startups including Advanced Organisation, Armory Show, Coillte, Culture Ireland, DAHG, DJEI, Fund IT, Failte Ireland, KPMG, Health Founders, HSE, Startup Gathering, and Trinity College. As Project Director, Lesley designed and delivered the award-winning Dublin Contemporary 2011, VOLTA Show NY and VOLTA Basel.

Lesley holds a bachelor's degree in Design and a Master's degree in Entrepreneurship from Trinity College Dublin and Goldsmiths, London. She is a board member of the National Gallery of Ireland.



FRED RAGUILAT

Head of the Dublin Design Studio, IBM Master Inventor | IBM Ireland

Fred is the Head of Dublin Design Studio one of a global network of IBM Design's cultural spaces built for collaboration, where designers learn, practice and share new ways of thinking about design. He is an innovator and an inventor with over 60 patents filed, 42 patents issued and numerous publications and citations. In a designer capacity, his strengths are User Research and User Experience with years of practice as a Design Thinker and Problem Solver.

His background is in Software Engineering, he holds a MSc in Product Management, a BA in Business Studies, Post-graduate in UX design (on-going), and other diplomas in Management, Software Engineering and the Computer Science fields.

Specialties include Social Computing and Advanced Collaboration Product expertise (User Research, User Experience, Product Management and Architecture), Innovation, Business Development, Integration, IBM Patent Process, Project Management, and People Management.



LORNA ROSS

Group Design Director and Studio Lead | Accenture's new Fjord studio, Dublin

Lorna's design career has been an interesting journey spanning more than 25 years, with stops in the world of fashion, wearable technology and, most recently, health care. She is a futurist at heart, recognised for her ability to anticipate shifts in the social, cultural and economic context for design. She was one of the pioneering researchers to focus on wearable technologies and built a reputation for research activity in this arena. She later identified the theme of health as an emerging arena for design to thrive. She founded and led the Human Wellbeing Group at the MIT Media Lab. Her vision was to employ human centred design principles to address the biggest challenges facing the healthcare industry in delivering population health outcomes.

She recently returned to Ireland from the USA to take up the position as the Group Design Director at Fjord in Dublin. As the Fjord studio in Dublin sits within The Dock, Accenture's multi-disciplinary research and incubation hub, Lorna has a unique role placing design at the heart of the multi-disciplinary teams working on R&D projects addressing some of the biggest challenges facing society today.



FIONA C. CHAMBERS

Director Sports Studies and Physical Education/Senior Lecturer School of Education | University College Cork

Fiona is the Director of Sports Studies and Physical Education in the School of Education at University College Cork. She is a Senior Lecturer in Education (Sports Studies and Physical Education). She is currently a visiting professor at Teachers' College Columbia University, New York.

Fiona is passionate about Design Thinking and has been applying it to her work in education and research for many years.

Fiona's research occurs at the intersection where sport and education meet. Specifically, the research focus is on (a) Initial and career-long professional learning for physical education teachers; (b) Mentor education in physical education and sports coaching (c) Physical activity promotion across the lifespan using social entrepreneurship (d) Using Design Thinking as a research and practice tool; (e) Wellbeing; (f) digital literacy, digital fluency and digital wellbeing; and (g) Values literacy and values fluency.

She is a reviewer for twelve international journals and is on the Board of Trustees for Association Internationale des Ecoles Superieure d'Education Physique (AIESEP). Fiona is a co-founder of All Island All Active, a multisectoral knowledge exchange platform which promotes physical activity amongst vulnerable groups on the island of Ireland through evidence-based practice. She is the Link Convener of the European Educational Research Association Network 18: Research in Sport Pedagogy. She has worked as an assessor for the Teaching Council of Ireland since 2008. Fiona is the current Chair of Physical Education Teacher Education Ireland (PETE Ireland). She is an External Examiner at the Institute of Technology, Tralee and the University of Birmingham, UK and Cardiff Metropolitan University. She is a founder member of the IRDG Design Thinking SIG. Fiona is the Co-Director of the UCC Sports Scholarships programme and is the academic champion of the Sports Scholarships Strand of the UCC Quercus Talented Students' programme.



ROBERTO VERGANTI

Professor of Leadership and Innovation, Politecnico di Milano Author, Harvard Business Press and MIT Press

Roberto Verganti is Professor of Leadership and Innovation at the School of Management of Politecnico di Milano, where he directs Leadin'Lab, the laboratory on the LEAdership, Design and INnovation. He has been a visiting scholar at the Harvard Business School twice, at the Copenhagen Business School and at the California Polytechnic University. Roberto serves on the European Design Leadership Board of the European Commission, where he is also in the High Level Advisory Group of Carlos Moedas, the European Commissioner for Research, Science and Innovation.

Roberto is the author of "Overcrowded. Designing Meaningful Products in a World Awash with Ideas", published by MIT Press in 2017, where he provides processes and methods to create breakthrough visions. He is also the author of "Design-Driven Innovation: Changing the Rules of Competition by Radically Innovating what Things Mean", published by Harvard Business Press in 2009, which has been selected by BusinessWeek as one of the Best Design and Innovation Books, and by the Academy of Management for the George R. Terry Book Award as one of the best 6 management books published in 2008 and 2009. His research has been awarded the Compasso d'Oro (the most prestigious design award in Italy).

Roberto has issued more than 150 articles, including "Developing Products on Internet Time" published on Management Science, and "Innovating Through Design", "Which Kind of Collaboration is Right for You", "Designing Breakthrough Products", and "The Innovative Power of Criticism" all published on the Harvard Business Review. He has been featured on The Wall Street Journal, The New York Times, Financial Times, BusinessWeek and is a regular contributor to the Harvard Business Review online magazine.

Roberto, together with his team of likeminded researchers-consultants, has served as advisor to executives and senior managers at a wide variety of manufacturing and service firms including Ferrari, Ducati, Procter & Gamble, Unilever, Gucci, Samsung, STMicroelectronics, Zappos, Microsoft, IBM, Vodafone, Whirlpool, Nestlè, L'Oréal, ABB, Bausch&Lomb, Prysmian, Tetrapak, ARUP, SKY NewsCorp., Deloitte. He has also helped national and regional governments around the world to conceive design and innovation policies.