

29.05.18

SPEAKERS

DESIGN THINKING IRELAND 2018

BIG NAMES, BIGGER IDEAS

THE HELIX, DCU, DUBLIN



DENIS HAYES

Managing Director | IRDG

Committed to helping Irish businesses achieve growth through strategic innovation, Denis has led IRDG to become the foremost Innovation Network in Ireland, trebling its membership in the last 6 years.

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, Risk & Environment.

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.



MOODI MAHMOUDI

C-Founder & CEO | Collaborne

Moodi is co-founder and CEO for Collaborne, mobile, social and cloud innovation & transformation platform trusted by high performing organizations. Rooted in design thinking and lean methodology, Collaborne lets organizations engage, empower, and cross-functionally align their workforce in business innovation and transformation.

A serial entrepreneur in technology and a regular speaker on the topic of innovation and transformation, Moodi has a BA from McGill University, EDP from Massachusetts Institute of Technology (MIT), and an MBA from INSEAD.



LARA HANLON

Designer in Residence | IBM Design

As Designer in Residence at IBM, Lara collaborates daily with global teams to envision and contribute to design practices, culture, and education at scale. Based in Dublin, Ireland, Lara also lectures in Design Thinking at Dun Laoghaire Institute of Art, Design + Technology; and is a sustainable food enthusiast and researcher at *éntomo* – an online platform that encourages the consumption of edible insects! You will find Lara frequently dabbling in generative design, storytelling and public speaking. Recent speaking engagements (2017) include: TEDx; The Future Event; National Digital Design Conference Pakistan; and Bulgaria Web Summit. Lara's work has also been exhibited at Milan Design Week; selected by 100 Archive; awarded by the Institute of Designers in Ireland; featured by Offscreen Magazine; and published by Bloomsbury Publishing.



BARRY HOYNE

Commercial Director, Merlyn

Barry is the commercial director at Merlyn Showering, a multi award-winning Kilkenny based company who design and sell shower enclosures in Ireland, UK and French markets. Merlyn Showering have gone from a start-up in 2000 to becoming the No. 1 supplier of premium showering enclosures and trays to the UK's residential, commercial and hospitality sectors.

At the heart of Merlyn is a simple ethos - to deliver on everything we promise to our customers. Barry comes from an engineering background. He began working with Merlyn in 2004 where he was responsible for the new product development team, relocating and setting up a new supply chain and putting in place a team of engineers in charge of the production, quality and new product development process. From there he has moved into his current role as commercial director responsible for, product pricing, the new product pipeline and an in-depth understanding of the customer and consumer needs through customer insights.

These insights have provided invaluable for not just new product development but also for sales, marketing and the overall customer and consumer experience. Merlyn have just been awarded the prestigious red dot design award this year for one of the newly developed Arysto shower enclosures.



SIMON ROBERTS

Co-founder & Partner | Stripe Partners

Simon is a founder of Stripe Partners, where he leads the research practice. A trained anthropologist, he is widely regarded as a pioneer in the field of business anthropology and the use of ethnography in corporate research, design and innovation activities. At Stripe Partners his work focuses on product and platform strategy, and communications development. Recent engagements have included work on the future of mobility services, voice devices, digital assistants and augmented reality.

His PhD explored the satellite TV revolution in mid 90s India and he still speaks decent Hindi. Simon's career highlight includes running the UK's first ethnographic research consultancy, Ideas Bazaar, and establishing a multi-disciplinary innovation lab at Intel's Digital Health group where he led the Global Ageing Experience program. Simon is former co-chair of the Ethnographic Praxis in Industry Conference (EPIC) and his work has been covered by The FT, WSJ, Quartz, Bloomberg, The Daily Telegraph and the BBC.



FIONA C. CHAMBERS

Head of the School of Education (Acting) | 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.



OLGA SCUPIN

Co-Founder and Managing Director | Fuxblau

Olga is co-founder and Managing Director of Fuxblau, a service design consultancy based in Berlin. She focuses on the business aspects of service design. She has consulted many large companies and mentored start-ups regarding the strategic planning of new services and business model creation. Olga completed the basic and advanced track at the HPI d-school in 2011 and is one of the founding members of Service Design Berlin. She received her MBA from IE business school Madrid.



FRANK DEVITT

Innovation Management, Strategy & Design Thinking | Maynooth University

Frank Devitt is one of Ireland's leading experts in Innovation Management, Design Thinking, Innovation Strategy and entrepreneurial business development. Over 30 years, Frank has applied innovation leadership skills in many international businesses, including indigenous start-ups and large multi-nationals. Frank has been CEO of multiple technology companies and Engineering Manager on multiple engineering projects for industrial automation, military vehicle stabilisation, production test automation and many other sectors.

Frank has founded and led 5 entrepreneurial start-up companies; he has disposed of some and remains a director of others.

At Maynooth University, where he founded the Design discipline and the Department of Design Innovation, Frank researches and teaches on innovation management, lean entrepreneurship and design thinking. There, also, Frank founded the award winning MSc in Design Innovation in 2014, which is now in its fifth successful year. Frank regularly helps organisations of all sizes innovate more effectively, through coaching, consulting and executive training in the areas of innovation management, innovation strategy, lean entrepreneurship and design thinking. He regularly provides keynote talks on these topics at seminars and conferences.



TREVOR VAUGH

Programme Director | Maynooth University

Trevor Vaugh is a faculty member at Maynooth University and the programme director of the award-winning Masters in Design Innovation (MScDI). Trevor is an expert in Design-driven innovation process, and he regularly works with public and private organisations in this area. Prior to entering academia, Trevor helped develop a number of disruptive surgical innovations, and with a portfolio of over 45 patents, he is one of the most active inventors and innovators in the country.

His ground-breaking work on the development of scarless surgery for Olympus, helped see it recognised as one of the Cleveland clinic's top 10 innovations of 2009. As a partner and founder of the innovation consultancy Actionable, he helps clients understand the role of design as an agent of discovery, change and a mediator between humanity and technology. In recent years Trevor has delivered consultancy and mentoring for clients such as Olympus, the IDA, Boston scientific, Openet and Musgraves, and has delivered design programmes for Irish Times training, the AIB start-up academy and the IRDG. Through both his academic and practitioner roles, he champions the interdisciplinary nature of design and applies design thinking and action research to areas such as business, education, policy and healthcare.



DR. HILARY KENNA

Strategic Designer, Researcher & Head of Department | IADT

Dr. Hilary Kenna is a strategic designer, researcher and Head of Department of Technology and Psychology at IADT, Ireland's only IoT specialising in Art Design and Technology. In 2017, Hilary authored IADT's postgraduate Certificate in Design Thinking, which has proved hugely popular with graduates and professionals. She is a strong advocate for Design Thinking for Designers.

Hilary has led NDRC and EI funded award-winning commercialisation research projects in UX design and data visualization. Passionate about screen typography, the subject of her PhD and TedX talk, Words made Usable, Hilary designed the multiple award-winning poetry iPad App, The Waste Land by T.S. Eliot for publishers Faber & Faber and Touch Press in London. She is an Associate Researcher with the Book Futures Lab, Royal College of Art, London.

Previously, Hilary acted as consultant Head of Design and UX at Independent News & Media, Ireland where she re-designed www.independent.ie, Ireland's largest online newspaper and many other products, resulting in 25% traffic growth within weeks of launch.

Hilary is passionate about the spaces where design and technology cross-over to create innovative, usable and meaningful human experiences that will ultimately have social impact. She has lectured and published internationally and is a peer reviewer for *She Ji: The Journal of Design, Economics, and Innovation*, published by Elsevir.



SEAN MCNULTY

Chairman | Dolmen

Sean is an expert on the implementation and embedding of design thinking and creativity in a structured, disciplined approach.

In 1991 Sean set up Dolmen with the vision to lead a marketplace mind set change where the value of ideas, creativity and design thinking becomes an essential currency for our clients and their customers. Sean also has vast experience of undertaking programmes on behalf of public agencies including: Enterprise Ireland, InterTradeIreland, Export TT in Trinidad and INTERREG programmes (CIME Programme) and European Framework programmes. He specialises in entrepreneurship programmes, in addition to working with small, medium and multinational companies in the area of design thinking and innovation management.

Chair of NSAI working group on CEN TS 389 Innovation Management System for SMEs – launched 2014. Working group leader for the development of the ISO in Innovation Management.

Sean has been a key presenter and mentor on numerous start-up and accelerator programmes, including:

- Stanford's European Bio Innovate programme (National University of Ireland, Galway)
- Cartier Global Women's Initiative Awards (Paris, France)
- MasterCard Start Path programme (DCU Ryan Academy)
- DCU Ryan Academy Propeller programme (investor driven programme)
- DCU American Chamber Hackathon



MARTIN BRUGGEMANN

Medical Design Director | Dolmen

Martin graduated from the Design for Industry course at the Northumbria University in 1999. Prior to joining Dolmen he worked with NCR, Scotland, and Therefore Product Design, London. Martin now leads Dolmen's Medical Design division.

He has over 15 years' experience developing medical products in a diverse range of disciplines for a cross-section of clients that includes multinationals, SME's, start-ups, entrepreneurs and academia.

His expertise spans all the major facets of the New Product Development process from front end Ethnographic Research, HFE and Concept Generation, to Mechanical Design, Prototyping, Testing and Production Specification.

More recently he has begun to deliver workshops on the Design Thinking process to Masters students at RCSI, PhD students at UCC as well as to attendees of the UK and Irish Medtec Conferences. Martin has secured a number of national and international design awards for his clients over the years, more recently Red Dot Design Awards for ABB, Sulzer and Contego Sports.



JAMES BOURKE

Director | Dolmen

James has 25 years' experience in mentoring, new product/service development and innovation management for Entrepreneurs and SMEs.

James is a founding member and director of Dolmen, a leading Product Design and Innovation Management Consultancy, established in 1991.

His extensive experience in product/service design, combined with a complete understanding of the innovation management process enables James to develop products and services and to advise and consult for a diverse range of clients. James has secured a number of national and international design awards for his clients over the years, including Red Dot Design Awards, Brunell awards, IDI, ICAD and Zero Project awards.



JAN SCHMIEDGEN

Innovation Researcher & Strategist | D-School at Hasso Plattner Institute

HPDTRP Research Fellow (Hasso Plattner Design Thinking Research Program) / Innovation Strategist (HCD) & Partner at co:dify Group

Jan is an innovation researcher and strategist with a focus on human-centered design. With his professional background in digital interaction design he has been advising companies on all aspects of design-driven strategy for over 15 years – from startups and SMEs to big corporates. Today he accompanies leaders and change agents in setting up sustainable and human-centric innovation systems in their organizations.

In 2014, he joined the HPI Stanford Design Thinking Research Program and co-authored the most extensive study on the adaptation of design thinking in organizations to date. In addition, he initiated and curates the website ThisIsDesignThinking.net, a comprehensive online collection of case studies dealing with design thinking adaptation in the industry.

Currently he is exploring the role of ‘organizational hacking’ for innovation capability building. Doing so, he hopes, will reveal new ways to establish human-centric innovation cultures in change-reluctant environments where a too risk-averse leadership sets the tone.



AMANDA BALDWIN

Senior Associate & Design Director | Gensler

As a Senior Associate and Design Director at Gensler, Amanda has over 20 years of experience in workplace design. Her passion for storytelling can be seen through her unique problem-solving skills and ability to transform a complex brief into a compelling design narrative. Amanda takes pride in helping each of her clients instill their vision in the physical space they inhabit in a way that helps express the brand and exceeds expectations time and time again.

Amanda also plays a key role as a design mentor, utilising more than two decades of design experience to inspire Gensler’s junior designers to challenge the way they approach projects – to always seek innovations and improvements.



CILIAN FENNEL

Director | Stillwater Communications

Cilian is a Director of Stillwater Communications and is one of Ireland’s leading communications and messaging development consultants. He is known for his authenticity, passion and understanding of storytelling and communication, and works with leaders across all sectors in Ireland and internationally. His experience in media, politics, business and the NGO sector has given Cilian a deep understanding of how society works and he uses this understanding to give relevant and timely strategic advice.

Cilian grew up in Connemara in the west of Ireland where he developed a love for storytelling. After travelling extensively as a fisherman and sailor he began a successful career in television. His experiences as producer of the Late Late Show in RTÉ and Head of Programmes in TG4 gave him an insight into communication, connection and engagement with a wide range of audiences. This led him to a further exploration of narrative, mythology and belief systems which he uses widely in his work today.

Cilian has successfully adapted the story model to a business model and now helps companies, teams and individuals to discover, develop and deliver their story effectively. Working with narrative inquiry he guides organisations to find the true story that drives them and helps them articulate it to their various audiences. He works as a strategic advisor, coach and consultant to some of the world’s biggest organisations and has worked with domestic and multinational companies in Ireland, UK, US, Middle East and Asia. He also works with state and semi-state bodies such as the Department of An Taoiseach, ESB, Dublin Bus and RTÉ in the areas of media training, corporate messaging, and communications strategies.

Cilian also has extensive experience coaching start-ups and established businesses that are pitching for investment or growth opportunities. He is a regular contributor to technology incubators and start-up bootcamps in San Francisco, London and Dublin, helping teams to hone their stories and deliver compelling pitches. Cilian is a regular speaker at seminars and conferences in Ireland and abroad and in 2016 was the Creator & Producer of RTÉ’s award-winning Centenaryshow.