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SPEAKERS



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.



Rakhi Rajani

Foresight, futures and Innovation - Associate Partner, Design + Innovation |
McKinsey & Company

Rakhi works at the intersection of psychology, emerging technology and design. She creates interdisciplinary R&D, Innovation and Skunkworks teams and labs for organisations that want to experiment, think forward and invent the future. Rakhi has extensive experience observing how people behave, monitoring the world for weak signals, patterns and drivers of change, subsequently creating normative or exploratory futures that lead to innovation in new products, services, business models and experiences.

Areas of expertise include: Interplanetary civilisation, innovation for humanity, and behavioural change by design. Rakhi has created award winning products and identified new commercial opportunities for businesses spanning aerospace and defence, digital health, fintech, hospitality, luxury, retail, and travel.

Rakhi is a Fellow of the Royal Society of Arts (FRSA) and is qualified as a Chartered Psychologist (CPsychol). She tackles questions such as: How should we transform cities to encourage different social behaviours, What's the future of the high street, What's the future of airports, What's the future of money, How do we encourage entrepreneurship in rural India - and all the associated business model innovation that accompanies these questions.



Dr Johnny Walker

Radiologist, Serial Digital Health Entrepreneur & Founder | Jinga Life

Dr Johnny Walker is an Australian-trained Interventional Radiologist & an International serial Digital Health Entrepreneur.

Using very simple off the shelf technology Johnny led a small Team in 1995 to provide an obstetric mobile Ultrasound service, out the back of a truck, scanning pregnant Aboriginal Women in remote communities in outback Australia.

With the advent of the internet this modest practice rapidly evolved into Global Diagnostics, an international Teleradiology enterprise sending digital images around the clock from around the world to a “virtual team” of Radiologists for immediate analysis & reporting.

Johnny successfully exited Global Diagnostics with 350 staff around the world and Group revenues of over €38M.

Johnny has since founded Jinga Life (www.jinga.life) a digital health enterprise aimed at empowering the true Captain of Care in The Family. “In our experience this is more often than not a Female...usually the Mum but more frequently now the millennial daughter. We call her “Jinga” after the great African Warrior Queen Jinga, the great protector of her People.

We are living in an “on demand” mobile digital economy and healthcare is about to be disrupted.

Our solution enables The Jinga to have access & visibility of her Family’s Healthcare records, medications, allergies, Xrays & MRI Scans, blood tests etc from the palm of her hand with real time links to the GP and Hospital Care Teams via wearable sensors, virtual consultations & e-Prescriptions anywhere anytime.”



Siobhan Hennessy

Head of Customer Experience | Musgrave Retail Partners Ireland

Siobhan heads up Customer Experience for Musgrave, Ireland’s leading grocery supermarket and convenience brands – SuperValu and Centra. Prior to this she held roles in Bank of Ireland, eir, Vodafone and AOL where she led CX strategy and Transformation programmes oftentimes from greenfield sites. Her CX roles over the last 15 years have encompassed the areas of CX strategy and governance, Voice of the customer, Journey mapping, CX analytics and CX culture and design. Her focus in the last 6 years has been leaning more towards transforming the CX of businesses through the use of service design and design thinking.

Prior to her CX roles, Siobhan led commercial marketing functions in Telcos, Freight, Publishing and Educational Services in a wide variety of companies in Ireland, France, Spain and Chile.

The Irish CX Impact Awards recognise achievements in measuring and managing Customer Experience excellence that delivers better outcomes for customers and ultimately the business. Musgrave won 2 CX awards in 2018 – CX Team of the Year and the CX Impact in Supermarket/Grocer. Musgrave also scooped the prestigious international award for experience design at the Service Design Network 2018 global conference.



Martin Ryan

Director of Undergraduate Studies in Design Innovation at Maynooth University and Inventor and Founder of Bua Saddles

In addition to the above, Martin is a multi-award-winning designer and entrepreneur. In 2012 Martin founded BUA saddles – A revolutionary equestrian saddle which he conceived and developed to improve performance and comfort for horse and rider. Bua saddles launched its first product to market in 2015, quickly establishing a customer base in 15 countries over 3 continents. Today the saddle is used by top International riders, Para riders and Leisure riders around the world. The saddle has achieved critical acclaim and featured in prominent international media and publications from CNN, The Guardian newspaper and leading equine blogs.

Beyond the Saddle and University, Martin is a Partner in the consultancy firm Actionable Innovation (thinkactionable.com) and advisor to various industries, embedding innovation capabilities, building consumer insight and delivering innovation in product and services. Clients range from insurance to healthcare and from leading technology companies to government agencies. Over the years he has acclaimed a number of awards notably including; the JEC World Innovation Award (Paris), Dyson Design Award and ISPO Volvo sport Design Award finalist (Munich). Martin’s research interests centre on Design-driven Innovation, Strategy and Design Thinking and he is a lead editor of Iterations Design Journal.



Tansy Murray

Vice President, CX & Design | Mastercard

With a career in design spanning almost two decades, Tansy's mantra is that good design is good business and is critical for driving innovation, differentiation, and great customer experiences. She believes that shifting how organisations think about design is key to delivering successful products. Changing the mindset has been pivotal to changing how products are now built at Mastercard.

Over the past few years she has used design-thinking methodologies on multiple projects including biometrics, data visualisation, digital payments and convergence. A constant advocate for the end user, Tansy has delivered multiple successful products that deliver on user needs.

She currently manages a strategic design and research team in Mastercard's Global Customer Experience & Design group based in Dublin.

Tansy lives near the sea with her two children and her handsome but rather cranky Australian husband. She'd like to spend more time at the sea but finds herself preparing talks instead.



Éadaoin McCarthy

Director of Market Research and Consumer Connection | Kerry Taste and Nutrition

Éadaoin leads the market research and insights function in Kerry Taste and Nutrition. Her role is ensuring innovations are consumer led, customer driven and technology enabled. She is a future enthusiast at heart keeping an eye on emerging trends in order to direct the business and customers to be future ready. Éadaoin has worked across many disciplines in FMCG from category & brand development to innovation and communications.

She holds a Bachelor's Degree in Business & Law from University College Dublin, a Masters in Marketing Science from Michael Smurfit School of Business, Ireland. In addition she has a Diploma in Drama from Griffith College, Dublin.



Ali Grehan

Architect | Dublin City

Dublin City Architect, Ali Grehan leads a multi-disciplinary team responsible for developing a broad urban design agenda including the delivery of diverse projects in relation to housing, public realm, community and cultural infrastructure. Her career has spanned private practice in Dublin, London and Bilbao, and in the Public Sector; where her particular focus has been on large-scale urban regeneration. Prior to becoming City Architect in 2008, Ali was Chief Architect with Ballymun Regeneration Ltd, then the largest public regeneration project underway in Europe. She also worked with the RPA (now TII) delivering Dublin's first LUAS Light Rail system. Ali devised and coordinated Dublin's bid for World Design Capital 2014, now continuing as the design promotion platform, PIVOT Dublin. She is currently undertaking a MSc in Climate Change: Policy, Media and Society at Dublin City University. She lives in Dublin city centre with her family.



Domhnaill Hernon

Vice President, Head of Experiments in Art and Technology | Nokia Bell Labs

Domhnaill Hernon is an award-winning technology, innovation and creativity executive. Domhnaill received an undergrad in Aeronautical Engineering and a PhD in Aerodynamics from the University of Limerick and an executive MBA from Dublin City University, Ireland. He previously led research organizations and developed and executed strategies to overcome the "innovation valley of death". He currently holds a VP position at Nokia Bell Labs as Head of Experiments in Art and Technology (E.A.T) which is a new initiative he founded to fuse art and engineering/science to develop solutions that humanize technology. Domhnaill's work has been featured in Wired Magazine, Times Square, SXSW, MWC and Inspirefest to name just a few.



Raomal Perera

Consultant, Adjunct Professor of Entrepreneurship INSEAD | Entrepreneur

Raomal Perera is a veteran of multiple entrepreneurial ventures and an Adjunct Professor of Entrepreneurship at INSEAD and UCD where he currently teaches and studies entrepreneurship, innovation and the management of rapidly growing companies.

Raomal co-founded two technology companies; ISOCOR was listed on NASDAQ in 1996 and subsequently acquired by Critical Path in 1999. Network365 acquired US company iPin and formed Valista in 2003. Valista was acquired by Aepona in 2009 and Aepona was acquired by Intel in 2013.

Raomal was inducted into the 'Hall of Fame' at the Business Excellence Institute in 2018. Raomal has an extensive international network of contacts and was the first recipient of the Irish Software Association's (ISA) Outstanding Software Achievement Award in 2003. He was also a finalist in the Ernst & Young 'Entrepreneur of the Year' awards. Raomal was one of 40 entrepreneurs worldwide chosen to the prestigious World Economic Forum (WEF) as a technology pioneer. Headed by Raomal, Valista also won a number of industry accolades, ranging from the Wall Street Journal Innovation GOLD award for business, and the Mobile World Congress Award for the most innovative product. Raomal is a jury member of the Cartier Women's Initiative Awards (CWIA).



Manuel Großmann

Service Designer & Co-Founder | Fuxblau (Berlin)

Manuel Großmann is service designer and co-founder of the innovation consultancy Fuxblau. He has been applying Service Design in the digital field for more than 10 years. He uses user-centered design methods to develop new services and business models for his clients. Besides his consulting work, Manuel Großmann also works as a facilitator to introduce new ways of working to organisations. He has taught user-centered design at various universities in Berlin.



Holly O'Driscoll

Former Global Design Thinking Leader & Innovation Strategist Procter & Gamble, USA | CEO at Ampersand Innovation

Holly O'Driscoll is an industry expert in the field of Design Thinking and human centered innovation. She has enabled the transformation of organizations through teaching the method and mindset of Design Thinking. As Global Design Thinking Leader at P&G, Holly partnered with teams across the company to lead more than 250 Design Thinking experiences, often at the request of C-suite executives. Holly's passions include problem framing, the application of Design Thinking to organizational strategy, unleashing the diversity of people, leadership philosophy and creating conditions that allow human creativity and curiosity to thrive.

Throughout her 20+ year career, Holly has built a reputation as a master human centered innovation strategist, trainer and facilitator. She is the founder and CEO of Ampersand Innovation, LLC; a Design Thinking and human centered innovation strategy consultancy focused on unleashing the diversity and potential of people and ideas via workshops, design sprints, and capability development.

Holly is the faculty chairperson and lead instructor of the Rutgers University Design Thinking Executive Education program. She has guest lectured on the topic of Design Thinking at The Parsons School of Design, Harvard Business School, Stanford University's Graduate School of Business, Michigan State University, University of Toronto's Rotman School of Business, and more. In January 2018, she was named one of Michael Bloomberg's Design Thinking Coaches for the Bloomberg Philanthropies USA Mayor's Challenge project, and one of her cities was awarded a \$1 million prize.

In addition, she has contributed to several books including Tom Wujec's The Future of Making, David Dunne's Design Thinking at Work, Thomas Lockwood's Innovation by Design. She is working on her own book about Design Thinking and leadership. Holly is also a globally sought after conference keynote speaker. Holly has a BA in Chemistry and MBA from Thomas More College. She lives in Cincinnati, OH with her husband and four children.



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. 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.



Hilary Kenna

Strategic Designer, Researcher & Lecturer in Design & UX | IADT

Dr. Hilary Kenna is a strategic designer, researcher and lecturer in design & user experience (UX) 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.



Rohan Perera

Facilitator/Consultant/Design Sprint | Lean Disruptor

Rohan Perera is an advocate of Jake Knapp's (Author of Sprint, How to Solve Big Problems and Test New Ideas in Just Five Days) Design Sprint process. The Design Sprint packages the "greatest hits" of design thinking and innovation frameworks into a fast process that any team can use.

Rohan has run multiple Design Sprints across Ireland, the U.S and the U.K for companies such as The Institute of Banking, Glandore, Aviva, ClaimVantage, Irish Life and Spencer Stuart International. He has trained over 200 Design Sprint facilitators worldwide, including in Singapore and Sri Lanka. Some of the organisations represented at Rohan's Design Sprint training are Dun & Bradstreet, Davy, ESB, Ammeon, University College Dublin, Plusvital, Altify, MoneyMate, Aviva, Poppulo, Irish Life, Bearing Point, Learnovate and Trinity College Dublin.



Karl Fitzpatrick

LEGO Serious Play® | Bricks4Biz

An accomplished entrepreneur, with interests in the training and education sector, Karl utilises LEGO Serious Play® to enable organisations to adopt a creative, solution orientated approach to their operations.



Elaine Bowden

LEGO Serious Play® | Bricks4Biz

Over 20 years in customer facing roles within the IT sector means that Elaine is a creative thinker who easily generates enthusiasm for any idea. Outgoing and confident with natural charisma enables bold action and the ability to articulate the LEGO Serious Play® methods to your organisation.



John Hartnett

LEGO Serious Play® | Bricks4Biz

John's experience as a solution-orientated financial controller for 20 years, enhances the proven benefits LEGO Serious Play® methods give organisations, regardless of complexity or structure.



Damian Costello

Managing Partner | Decode Innovation

Damian Costello is Managing Partner in Decode Innovation, an innovation and long-term strategy business based in Galway. Damian specialises in Disruptive Innovation and the changing market dynamics facing all sectors of the economy. A prolific speaker on the topic of digital disruption, the digitisation of healthcare and how the Internet of things is driving both, Damian is passionate about helping Ireland become an even more pivotal player in the global economy.

Damian has 25 years of consulting experience across global multi-nationals to local start-ups in the Medical Device, Pharma, Automotive, Financial Services and ICT sectors. He has delivered successful strategies and breakthrough solutions in Ireland, Europe, North America and Asia.



Lutz Haase

Innovation Strategist | Fuxblau (Berlin)

Lutz Haase is an innovation strategist, who has more than a decade of digital industry experience driving MedTech & Pharma companies' digital transformation and cultural change. He has lead several innovation initiatives, hackathons, design thinking workshops, and design sprints to develop dozens of innovative digital prototypes, products & services. He bridges the areas of human-centered design, business strategy, and cultural change.