

MIKE PINDER

SENIOR INNOVATION CONSULTANT



FOLIO

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SUMMARY

A highly-driven **innovation consultant**, trained in **strategic innovation, design, international business & management**, with **9 years' experience** (including **start-up**) successfully managing innovation strategy from initial concept to market delivery. Adept at **creative & critical-analytical thinking** with **ability to wear different hats** in **guiding & inspiring teams** using **multi-disciplinary tools & methods**. Helps **guide Fortune500 corporate teams** in design thinking, lean startup, business model innovation, digital transformation, service design methodologies (amongst others) to find the right problems to solve, **driving new business models & growth opportunities**.

SKILLS

- Critical-analytical mindset
- Strategic planning
- Creative thinking
- Team working
- Reliability
- Design Thinking & Service Design Methods
- Design & Business Management
- Design Strategy & Research Methods
- Innovation Strateg & Management
- Lean Startup & Business Model Innovation

EXPERIENCE

2016 - Present

SENIOR INNOVATION CONSULTANT, BOARD OF INNOVATION BVBA, BELGIUM

International consultancy boutique specialised in innovation by intrapreneurship.

- Guiding Fortune500 corporate teams develop new markets, products, services and business models by enhancing organisational innovation capabilities with tailored transformation and hands-on training spanning innovation, design & business.
- Selected personal clients: ING NL Bank, CDT/Sumitomo Group, Valmet, ABInBev, Engie BE, Proximus (formerly Belgacom), Elia Tesla.

2013 - 2016

DIGITAL INNOVATION STRATEGIST: TITAN REALITY (SOUNDISPLAY LTD), UK

Successfully guided new R&D technology hardware & software start-up throughout the innovation process to market launch. Led & supported development of effective design & innovation strategy based on design thinking, service design & lean startup in-line with overall business model, coupled with hands-on technical design and interaction rapid prototypes.

- Guided non-business/design members at all levels through the R&D process using relevant lean tools & methods to uncover insights for ideation & rapid assumption testing/validation.
- Startup gained £2m private investment & £0.5m Innovate UK Government Funding including strategic launch partnerships with Abbey Road Studios, ABB & HAL Robotics.

2008 - 2009

EUROPEAN SCOUT NETWORK - PARK advanced design management, GERMANY

Chosen to represent (University of Salford/KEDGE Business School) with 9 leading EU design universities working with Tchibo AG, Hamburg, Germany. Conducted qualitative design research using observational interviews, scenarios, day-in-the-life, journey mapping et al.

- Delivered 16 strategic business recommendations & concepts by synthesising research, translated into new product & service concepts presented to top management executives.

2005 - 2008

CONTRACTOR: UI/UX DESIGN, WEB DESIGN & BUSINESS DEVELOPMENT, UK

Delivered multi-market projects driving business growth from startups to SME's. High-profile collaborations with award winning branding agency ArthurSteenHorneAdamson (ASHA), UK.

EDUCATION

2010 - 2013

PhD Cand Innovation & Entrepreneurship Group (Open & Distributed Innovation)

Imperial College London Business School (United Kingdom)

2008 - 2009

MSc International Business & Management for Design (with Distinction)

University of Salford (United Kingdom) / EUROMED Management Toulon (France)

2005

Semiotics & Design and Unfolding Meaning (Postgraduate non-credit)

Rhode Island School of Design, Providence, RI (United States)

2001 - 2004

● **BA (Hons) Graphic Design / Visual Communication (1st Class Hons)**
Oxford Brookes University: Berkshire School of Art & Design (United Kingdom)

2003

● **Fundamentals of Website Development (Postgraduate Credit 4.0 GPA)**
Harvard University, Cambridge, MA (United States)

PhD Research

Management of Sources of Innovation

> Research on how knowledge generated by extreme users & hackers influences internal R&D trajectories of product manufacturing firms & dynamics of knowledge absorption.

Hacker-consumers in the Innovation Process

> Hacker-innovator's as a generative source of complimentary codified industry knowledge & value for internal innovation aligned with wider unmet market needs.

PROFESSIONAL

Proficiencies

- > Design Thinking & Service Design research methods & tools to generate insights.
- > Conducting Qualitative Innovation Management Research (Nvivo 10).
- > Project Management Tools: Zoho Projects, Basecamp, Collabtive, Trello, Slack.
- > LEAN/AGILE service design, rapid prototyping, wireframing, mockups.
- > Visual graphic, UI & informational design.
- > Front-end Web UI/UX design, development.
- > Digital infrastructure design, knowledge management & systems administration.

Use of

> Web Server Management, Plesk/cPanel, DNS, ftp, SSL, SSH, JavaScript, Xcode, Android Studio, Open Source CMS: Magento CE, Wordpress, Joomla, MediaWiki, JSON/XML, SOAP/REST, php, mySQL, nginx, Apache, Visual Studio, Azure Cloud, Amazon AWS, PureData, Open Sound Control (OSC), JUCE Framework, MIDI, ABB Robot Studio, Unreal, Unity3D.

Software

- ☐ Adobe Creative Cloud CC 2016
- ☐ Axure, Edge Animate Rapid Prototyping
- ☐ Android, Windows, Linux, iOS, OSX
- ☐ OpenOffice, Microsoft Office 15, iWork 5
- ☐ HTML5, CSS3, jQuery Libraries
- ☐ Source Control (Github, SVN, FogBugz)
- ☐ Final Cut Pro, iMovie, GoProStudio
- ☐ Ultimaker CURA Studio (3D Printing)

PUBLICATIONS

Books

- Pinder M. (2014). **Hackers and Innovation: Redefinition and Examination of Outlaw Sources of Generativity for Future Product Development Strategies**. UK: Self Published.
- Contributor: Collins, H. (2010). **Creative Research: The Theory and Practice of Research for the Creative Industries**. Lausanne: AVA Publishing SA.

Research

● Pinder, M. (2016). **External hacker communities and industry-wide innovation sources: The role of disruptive, autonomous end-users and consumers on internal R&D teams within device manufacturing firms**. London: Self published.

Papers

- Pinder M. (2010). **How will developments withing digital technologies affect the creative industries?** accepted poster Digital Futures All Hands Meeting, July 15th 2010.
- Pinder M., Collins H. (2010). **What impacts do new and future digital technologies have on the Creative Industries?** accepted at The British Academy of Management (BAM 2010), Management Research in a Changing Climate, March 18th 2010; submitted to The European Academy of Management (EURAM 2010), 19th January 2010.

INTERESTS

- ♥ XDA Developers: 10+ yrs contributing to smartphone community development.
- ♥ Instructables: 4 featured projects, prize winner with over 1million+ project views.
- ♥ Cycling, snowboarding, flying, tennis, photography, gaming, mountains sports.

LANGUAGES

- English - Native ● ● ● ● ● ●
- French - Proficient ● ● ● ● ● ●
- Spanish - Basic ● ● ● ● ● ●

AWARDS

- 2010 🏆 Awarded **EPSRC** fully funded PhD: **Open & Distributed Innovation** research group.
- 2009 🏆 Nominated for '**Best Masters Thesis Prize**' University of Salford / EUROMED Managment

REFERENCES

🔗 Available on request.