

John Boulton

Associate Professor Design Strategy at Brunel University

Uxbridge (West London), Middlesex, GB

Makes Design Strategy relevant and exciting: Inspiring; informative; combines academic thinking with real-world problem solving expertise.

Biography

John Boulton has considerable experience and reputation within the UK Design industry. He is an Associate Professor of Design Strategy at Brunel University, where he also lectures on Brand & Design Strategy, Innovation and Foresight for what is considered by many to be the pre-eminent Masters Course dealing with this subject area in the UK, Europe and elsewhere. His professional career includes being a founding director of Product first, a London based Strategic Design Consultancy advising on design led organisational cultural change. Previously John has held directorships with Michael Peters (Asia-Pacific) Limited ? A Brand Design consultancy specialising in providing brand solutions for Japanese companies. He was also a founding member of the editorial board and contributor to newdesign magazine. His series of articles based on face-to-face interviews with some of the world's foremost design strategy practitioners including Alessi, Philips, Jaguar, and Brother, provide a unique also a snapshot of the rich and varied world of strategic design management. John has broadcast on radio, TV and online both in the UK and overseas; he is a regular speaker at industry and other events, appearing on the same programmes as speakers such as Edward de Bono and Gary Hamel. He has also lectured on MBA and other non-design professional courses. Through Productfirst he consulted widely on design management and strategy issues as well as providing training and mentoring to in-house design, branding and development teams. This work covers commercial Organisations as well as Government Departments, NGOs, such as the Design Council, and Regional Innovation, Design and Development Agencies, increasingly this work with international clients. John holds an Honours Degree in Special Physics from Reading University; a Diploma in Marketing and is a past member of the Marketing Society. Professionally he is a past board member of the Design Council, the first external examiner to the Design Management Masters Course at the Royal College of Art, lead external examiner at Somerset College Art & Design and examiner / course validator for Aston University, Bournemouth, KIAD and others. He has also published numerous articles in popular and academic journals.

Availability

Keynote, Workshop, Host/MC

Industry Expertise

Management Consulting, Business Services, Design

Areas of Expertise

Design Strategy, Innovation Culture, Branding Design

Affiliations

Guild of Sage & Smith

Sample Talks

There is design and there is Design

For companies who want to take design more seriously an amusing journey into how design has moved from the simple logo, menu card or styling 'tidy-up' to being a strategic tool in creating successful organizations and initiatives in the private and public sector.

Tango with Designers

How design can be harnessed to bring passion to products, services, brands, cultures and the processes needed to create and sustain them in today's competitive environment

Education

The University of Reading

BSc (Hons), Special Physics Physics

Accomplishments

Awards & Accolades - Product First & Michael Peters (Asia Pacific)

The products, packaging, brands & services we helped our clients create have won them and us awards such as The Queens Award for Innovation,

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