Majid Iqbal

founder at design#code LLC

Washington D.C. Metro Area, MD, US

Expert on design and innovation in services

Biography

The passion is to help teams in industry and government unlock economic potential of their enterprises, and unleash social impact through a high-performance portfolio of services. The approach is to give the policymaker and the strategist the confidence to pursue bigger and bolder ideas in the form of services; to reject false choices and compromises, knowing breakthrough design will eliminate major costs and risks. The way to do it is to empower and equip teams with a system of design and innovation in services; with a simple but sophisticated way of encoding and expressing policy or strategy. Years of knowledge and experience, have resulted in expertise in service-based business models, strategies and organizations. Previous work at Carnegie Mellon, Gartner and PwC gave first-hand knowledge of why some service enterprises fail, where others succeed. Teaching at the Carnegie Mellon University's Heinz School of Public Policy & Management and guest-lecturing at institutions such as HP Labs (Palo Alto), JAIST (Tokyo) and UFRJ (Brazil) was fun. I have experience in product management, business strategy, sales, teaching and research, mostly in Europe and United States.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Information Technology and Services, Business Services, Design

Areas of Expertise

Creative Problem Solving, Design Thinking, Service Design

Affiliations

Carnegie Mellon University, Gartner, PwC, Bull, HP

Education

Bangalore University

Bachelor of Science (BS) Industrial Engineering

Testimonials

Frank van Linden

More important is that there was creativity, dynamism and a sense of belonging within the group to create beautiful insight and refreshingly new ideas

Frank Stals

The method is unique and fills a gap in existing methodologies. An educational and fun experience

Bert Hartog

Majid is a world class expert in IT Service Management, especially organisational design related to service management aspirations. What sets him apart is his ability to combine tacit knowledge with his lightning fast understanding of the working environment he operates in, or supports.

Michael Nieves

Majid's brilliance for the topic of IT-based services is matched only by his passion for it. He is a factory of ideas that both provoke and inspire those fortunate enough to encounter them. Having seen this occur often enough, I've coined a phrase for it: "The Majid Effect"

Mark Wessel

With '95-806: Managing Service Organizations', Majid created the very first course of its kind, graduate or undergraduate, in 2003 at Carnegie Mellon. I'm glad to have given him the chance because very quickly the course made its impact; due to the relevance of its subject matter in our service-based economy, and of course Majid's knowledge and his passion for good design and delivery.

Steve Bittinger

I've reviewed some of Majid's work at Gartner, and found it continued to demonstrate the strong insight and leadership that he displayed as co-author of the ITIL Service Strategy book. This book was "ahead of its time" and I'm now starting to see some of the best practitioners within the ITIL community come to appreciate the frameworks and value that the book has to offer. For those wanting to put some of those Service Strategy principles into practice, I can think of no one better qualified to help than Majid Iqbal.

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