Simon Lewis

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A hands-on leader, entrepreneurial manager, and creative consultant — my style is to bring freshness and vigour to a portfolio of successful contributions in product, programme, and project management, design and innovation.

I combine a comprehensive understanding of technology with well-developed marketing, management and business skills. I've repeatedly led the invention, development, testing and delivery of new products and services that work effectively and profitably in both consumer and commercial contexts.

Currently | **INDEPENDENT INNOVATION CONSULTANT** | **Conceptual Simplicity, Cambridge**

Delivering a blend of human, technical and business expertise to a variety of clients in the digital, health, energy, transport, government, financial and social sectors.

Simplifying complex issues, bringing customer understanding and introducing relevant thinking from other sectors to enrich and stimulate innovation.

Connecting the latest research with new commercial opportunities to encourage growth.

Completing a new book, *Taming the Turing Machine* — three simple ways to improve the design of every digital product.

Currently | **CHAIRMAN** | **Pitpatpet Ltd, Cambridge**

A new start-up in the area of **pet technology** — exercise monitoring for dogs. First product just launched in the UK market, with initiatives now underway in the EU and US.

One of four company founders, acting as non-executive director, sounding-board and strategic advisor to the company's full-time CEO and CTO. Worked with them to raise and now manage initial investment from high-net worth investors.

2009 - 2010 | **DIRECTOR OF PRODUCT STRATEGY** | **PassivSystems, Newbury**

A start-up in the smart-grid, consumer energy and smart-home internet services market.

Led the **product management** process to deliver a coherent and technically feasible product design, and a competitive multi-year product roadmap.

Drove specifications and priorities for **product development**, ensuring 20-strong team were always working on most commercially valuable features.

Developed key **marketing messages,** user-guides and other materials to effectively explain, position and sell the proposition to a wide range of audiences.

Designed **customer-experience** and **interaction** (user-interface) to achieve breakthrough usability, subsequently proven in-field.

Simplified the **business model** to enhance both consumer understanding and appeal.

Invented a unique energy data visualisation method.

Established an IP management process, and filed first company patents.

Uncovered attractive cost-reduction opportunities for mass-market products.

2006 - 2009   BUSINESS DEVELOPMENT MANAGER   The Technology Partnership, Cambridge

Initiated, co-founded and led a joint-venture between Microsoft Research and TTP to design, build, and launch an innovative **consumer communications medium** (Wayve).

Developed business plan and model, led 5-10 strong team prototyping hardware and software technology, sought venture investment, and recruited business partners across mobile operators, far-Eastern manufacturers and other sectors.

Introduced and encouraged new innovation techniques to improve client projects, and open up new market opportunities.

Personally contributed to client work in consumer products, food and beverage, FMCG.

2000 - 2006   TECHNICAL DIRECTOR / CTO   The Appliance Studio, Bristol

A consulting **spinout** from HP Labs offering innovation and product design expertise.

Recruited, built, and led 20-strong team of designers, engineers, and user-experts.

Led the conception, design, and development of unique *information appliances* for blue-chip clients, including a best-seller in its category.

Co-founded two further spinouts (**Lucid Signs** and **Quorum Tools**) to commercialise Appliance Studio IP in information display and collaborative working.

1987 - 1999   PROGRAMME MANAGER / SOFTWARE ENGINEER   Hewlett-Packard Labs, Bristol

HP's leading international R&D centre, inventing and developing concepts, technology, and prototypes for next-generation product ranges.

Led R&D programme at centre of excellence for information device design, supporting and stimulating company strategy in the sector.

Founded and managed real-life demonstrations of a range of HP Labs' technologies, including mobile communications, digital photography, music sharing, information display, directory services, maps, and others.

Developed and demonstrated breakthrough ideas in chronic disease management, anaesthesia and healthcare communications, providing new options in a highly competitive sector.

Wrote and published a successful textbook on object-oriented programming (*The Art & Science of Smalltalk*) and delivered training internationally, helping to promote uptake.

Transferred research technology to HP divisions worldwide, improving product design.

Personally invented and filed patents across several technical areas, securing competitive advantage and commercial position for the company.

1982 - 1987   EXECUTIVE ENGINEER / STUDENT   British Telecom / Research Labs, Martlesham

Prestigious student sponsorship targeting BT's future top management, and offering a year of pre-university technical, management and business training.

Accelerated promotion on graduation to management role in home-networking group.

1983 - 1986   BSc Eng (Hons) Electronics & Computer Science [2:1]   University College London