



# BSI's Innovation Day 2024

## Meet the Speakers



### **Anne Hayes**

Director of Sectors and Standards Development, BSI

Anne heads up the BSI teams that lead the sector strategies and standards development to ensure UK and global innovation and policy are supported with relevant standards. With over 20 years of experience in standardization across various industries, she has also led teams in governance, risk, resilience, healthcare, and sustainability. Prior to joining BSI, Anne was the Editorial Director at Sweet & Maxwell Ltd.



### **Lisa Hazelden**

Chief Product Officer, Innovate UK

As Chief Product Officer at Innovate UK, Lisa leads product strategies to drive economic growth and job creation, backed by over 20 years of leadership experience in strategy, operations, marketing, and customer experience. She holds a PhD in Materials Engineering and a postgraduate diploma in the Psychology and Neuroscience of Mental Health. Lisa is committed to inclusive innovation and supporting underrepresented groups.



### **Victoria Milne**

Founder, Verity Merit

Victoria is the UK head of delegation for ISO TC 279 - Innovation Management Systems and has contributed to the development of ISO 56001 and ISO 56007. With over 20 years of experience in innovation management, she guides organizations through impactful, high-quality projects and is a technical expert for BSI in design management. Victoria is Agile certified, a qualified industrial designer, and holds a Master's in Innovation Management from UAL Central St. Martin's, with experience across various sectors including finance, transport, and infrastructure.



### **Joanne Hyland**

President, rInnovation Group

Joanne is President of the rInnovation Group, a consultancy specializing in strategic innovation, and formerly served as Vice-President of New Venture Development at Nortel Networks. An ISO innovation management standards expert and ISPIM Fellow, she is dedicated to advancing innovation management through teaching, writing, and leadership.



### **Pro. Sam Medhat**

CEO, IKE Institute

Prof. Sam Medhat has over 36 years of experience in technology, education, and innovation. He is the CEO of the Institute of Innovation & Knowledge Exchange and the UK STEM Foundation, as well as a Visiting Professor at the University of Westminster. Prof. Medhat has mentored NATO Allied Command Transformation and conducted ISO 56002 assessments for top organizations like BAE Systems, EDF Energy, and the UK Ministry of Defence, while also contributing to standardization bodies such as BSI/ISO. He holds a PhD in Microelectronics and is a Fellow of several Royal Societies in the UK.

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### **Stuart Laws**

Deputy Head in the Defence Innovation Directorate, MOD

Stuart is the Deputy Head of the Defence Innovation Directorate at the UK Ministry of Defence, responsible for innovation strategy, policy, and leadership support for initiatives like AUKUS Pillar 2 and NATO RAS. He has been with the MOD since 1990, contributing to various improvement programmes, ICT projects, and Defence Innovation Projects. In addition to his MOD role, Stuart is the founding Director of Idea Shadow Coaching Ltd, where he focuses on innovation executive coaching and consultancy.



### **Anita Friend**

Head of Defence and Security Accelerator (DASA)

Anita Friend is the Head of the Defence and Security Accelerator (DASA), where she champions collaboration across defence, security, and industry to foster innovation and boost UK prosperity. With over a decade of National Security leadership experience in the Home Office and Cabinet Office, she has managed critical risk assessments and led responses to major incidents such as the 2018 Novichok crisis.



### **Mike Sewart**

Chief Technology Officer, QinetiQ

Mike is the Chief Technology Officer and a Fellow at QinetiQ, where he leads a global team fostering innovation and applying science, technology, and engineering for strategic advantage. With extensive experience in diverse sectors such as Financial Services, Government, and Defence, his expertise spans IT, software development, data analytics, AI, and cloud computing, alongside change management and customer engagement.



### **Colin Nelson**

Chief Innovation Consultant, Hype

Colin is a former corporate entrepreneur; but for the last 20 years, he's supported a wide range of organisations such as Airbus, Harley-Davidson, the NBA, Unilever, and NASA to establish effective innovation management systems. He's a thought leader in collective intelligence and improving innovation performance. He also hosts the Innovation Room podcast and has supported teaching programmes on innovation at several UK business schools.



### **Zachary Curtis**

Innovations and Propositions, EON

Zac is an Innovation Lead at E.ON and former Innovation Manager at OVO Energy, where he developed customer-focused propositions and led the creation of an in-house incubator to drive creative experimentation. Prior to OVO, he was Innovation Director at The Innovation Beehive, advising leaders across various sectors on fostering an innovation culture through design thinking and leadership programs. Zac is passionate about cross-company collaboration and has a proven track record in enhancing customer satisfaction, employee engagement, and business performance through strategic innovation.

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### **Steve Belford**

Enterprise Innovation Architect, Channel 4

Steve, the Enterprise Innovation Architect at Channel 4, has over 35 years of tech industry experience and a proven track record in leading digital transformation across various sectors such as banking, energy, and media. At Channel 4, he drives strategic innovation and integrates emerging technologies to advance digital capabilities. Steve is also an active contributor to industry discussions, participating in panels like IBC 2024 and sharing expertise on leading podcasts.



### **Emma Glass**

University Partnerships Manager, BSI

Emma is the University Partnerships Manager in BSI's Knowledge Solutions division, leading innovation policy and engaging with universities and funding bodies to raise awareness of standards. She recently led BSI's response to the AI Safety Summit 2023 and developed an educational program on the value of standards in healthcare for Biomedical Engineering students. Before BSI, Emma launched open-access science journals in digital health, nuclear medicine, and radiology, and authored reports for Central Banking Publications.



### **Christopher Catney**

Innovation Manager, Heathrow Airport

Renowned for driving innovation, Chris has led high-profile projects at Heathrow Airport Limited and Virgin Media O2 Business, including creating an innovation facility and earning the "Bright Spark" award. His work has enhanced operational efficiency and stakeholder engagement. Outside of work, he enjoys football and cinema.



### **Oli Kelland**

AI Lead - Europe, Mott Macdonald

Oli is Mott MacDonald's Global Innovation Community Lead, driving initiatives in visualization, intelligence retrieval, machine learning, and generative AI. He leverages this experience to promote innovation management best practices globally, rooted in Mott MacDonald's Innovation Framework and ISO 56000 standards. Currently, Oli focuses on cultural influence and innovation, using social systems theory to enhance serendipitous innovation within staff communities.



### **Xilin Dai**

Project Manager & Innovation Promoter, Mott Macdonald

Xilin Dai is Mott MacDonald's Early Career Professional (ECP) Innovation Coordinator for the Advisory and Programme Delivery (APD) Unit/Transportation Portfolio. She promotes innovation within her portfolio and encourages a culture of innovation across the organization by communicating updates on ideas and campaigns. Xilin's current initiative focuses on leadership's role in guiding innovation strategy, fostering a supportive culture, and aligning resources and risks within Mott MacDonald.

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### **Peter Childs**

Professorial Lead in Engineering Design, Imperial College London

Peter Childs FEng is the Professorial Lead in Engineering Design at Imperial College London, where he co-directs the Energy Futures Lab and was the Founding Head of the Dyson School of Design Engineering. His work spans creativity, innovation, design, energy, sustainability, and robotics, and he teaches across disciplines. Peter is Editor in Chief of two academic journals, holds honorary positions at global institutions, and is Founder Director at Q-Bot Ltd and Chair at BladeBUG Ltd.



### **Rebecca Walsh**

Design Director, Big Motive

Rebecca is an award-winning service designer, engineer, and digital health expert with 15 years of user-centered design and innovation experience. As Service Design Director at Big Motive, she leads high-quality health design projects for clients ranging from startups to public health systems. Rebecca co-chairs Service Design Ireland, serves on Northern Ireland's Science Industry Panel (Matrix), and led Big Motive's team in the award-winning digital response to the pandemic.



### **Jessi Baker MBE**

Founder and CEO, Provenance

Jessi is a Designer, Technologist, and Founder of Provenance, a platform that validates sustainability for over 300 e-commerce brands, including Holland & Barrett and Aveda. With a background in Engineering from Cambridge University and Design from the Royal College of Art, Jessi combines art and science in her work. She launched Provenance while pursuing a PhD in Computer Science focused on Web3 and social change, contributing to the early Ethereum community and building one of the first dApps.



### **Emma Brady**

Content Programme Manager for Business Growth Toolkit, BSI

Emma is an experienced programme manager with over 10 years of expertise in managing complex programmes. At BSI, she oversees funded programmes that foster knowledge sharing and establish best practices in innovative fields, including Future Flight and battery technology, with a particular focus on supporting small and medium-sized enterprises through standards. Prior to her current role, Emma held programme and project management positions at The Economist and UCL.



### **Craig Civil**

Director of AI and Data, BSI

Craig is an experienced data and digital professional specializing in AI, data innovation, data science, and data strategy. With over 30 years in the field across public and private sectors in the UK, Europe, USA, and Australia, he brings extensive expertise to diverse industry contexts. As a senior management leader, Craig excels in strategic leadership, commercial insight, and product innovation, driving teams to success.

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**Gavin McClafferty**  
Innovation Lead, Subsea7

Gavin McClafferty, an MBA graduate with a specialization in Artificial Intelligence and emerging technologies. He leads innovation at Subsea7, spearheading transformative initiatives in the energy industry.



**Tim Powell**  
Automotive Lead, STFC

Tim has a background in physics-based modelling and software engineering and currently leads the STFC Hartree Centre's work in the Automotive and transport industries, focusing on accelerating the adoption of High-Performance Computing (HPC), Artificial Intelligence (AI), and Quantum Computing. He identifies key challenges within the sector, ensures the Hartree Centre has the capabilities to deliver effective solutions, and collaborates with industry to harness digital transformation.



**Orianna Medicott**  
Responsible AI Manager, Admiral

Orianna is the Responsible AI Manager at Admiral Group, leading the implementation of the EU's AI Act and overseeing AI governance and data ethics to ensure fair and transparent AI systems. Previously, she led Trusted AI and innovation strategy at Fujitsu Research and managed start-up ecosystem engagement. Orianna co-founded and co-hosts the podcast "Let's Chat Ethics," lectures on AI Ethics at Nottingham Trent University, and volunteers at Diverse AI to promote diversity in the field.



**Rosemarie Diegnan**  
Chief Product & Customer Officer, Wazoku

Rosemarie is the co-founder and Chief Product Officer at Wazoku, where she leads the design and delivery of the Innovation Ecosystem & Portfolio Management platform. With over 20 years of experience in product management, strategy, and marketing, she helps large organizations, including HSBC, Microsoft, and Sanofi, create sustainable innovation ecosystems. Rosemarie is a passionate advocate for empowering people and organizations, regularly speaking at industry events and supporting initiatives like Women on Boards and Women in Tech.



**Melissa Giusti**  
Principle Innovation Advisor, National Highways

As Principal Innovation Advisor at National Highways, Melissa has six years of experience leading diverse transport-focused innovation projects, including in-vehicle technologies that reduce emissions and organizing hackathons. Her work has encompassed foresighting and analyzing the impacts of emerging technologies such as quantum computing. She is currently focused on improving the Innovation Management System and developing strategic innovation approaches for National Highways.

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### **Greg Baker**

Global Head of Innovation, Linklaters

Greg Baker is Global Head of Innovation at Linklaters, a global law firm. He leads a multi-disciplinary innovation team and a network of business-embedded innovation lawyers. Greg has designed and implemented a range of systems and infrastructure to drive a whole-firm approach to innovation – focused on improving the client and lawyer experience, and improving efficiency. Greg was previously a finance lawyer at a US law firm in London, and prior to that an analyst at a large European investment bank.



### **Camilla Fowler**

Director of Assurance, Oxa

Camilla is the Director of Safety Assurance at Oxa, focusing on the safe deployment of automated vehicles. With a career dedicated to road safety innovation, she developed the first safety case framework for CAV trials and authored PAS 1881, which outlines operational safety requirements. Camilla advocates for industry collaboration to maximize the benefits of self-driving technology.



### **Martin McGurk**

Deputy Director - Business Growth, UKRI-IUK

Dr. Martin McGurk is Deputy Director of Business Growth at Innovate UK, leading the Business Growth Service to support ambitious innovators and strengthen the UK's innovation ecosystem for economic and societal impact. He is the immediate past president of Technology Innovation International and an active member of British and ISO Standards Committees, contributing to the development of innovation management standards. Previously, he spent 13 years at RTC North Ltd, advancing innovation and consultancy services and reaching the position of Business Development Director.



### **Naomi Weir**

Technology and Innovation Director, Confederation of British Industry (CBI)

Naomi leads CBI's policy work to help make the UK to be the best place in the world for businesses to invest in and benefit from innovation and technology, and to grow an innovative business. She began her career in financial services before moving into policy, working on policy areas from R&D and entrepreneurship to skills, immigration, and diversity in STEM.



### **Thomas Gelderd**

Deputy Director, R&D Systems Strategy, Department for Science, Innovation and Technology (DSIT)

Tom is the Deputy Director for R&D Systems Strategy at the Department for Science, Innovation and Technology, leading policies to align the UK R&D system with economic growth and government priorities. He previously spearheaded the creation of the Advanced Research and Invention Agency, fostering breakthrough R&D through innovative funding models. With extensive civil service experience, Tom has focused on economic and business policy, including shaping the government's past Industrial Strategy.

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### **Dr. Megan Ronayne**

Head of Catapult Network Office

Megan Ronayne became Head of Network Office in July 2024, leading strategic collaboration for nine Catapults and Innovate UK. Previously, she headed Industrial Technologies & Manufacturing at Innovate UK Business Connect, managing initiatives like the Made Smarter Innovation Network. Megan co-founded Women in Manufacturing and has been recognized as one of the top 10 women leaders in manufacturing by Manufacturing Digital.



### **Sally Long**

Head of Business Support and Regional Growth, Intellectual Property Office

Sally leads the Business Support & Regional Growth Policy team at the IPO, focusing on helping regional ecosystems understand the value of IP and ensuring businesses make informed IP decisions. Her team integrates IP into strategic policy thinking and supports initiatives like the IPO's "IP Advance" grant scheme, collaborating with partners and government departments to aid small businesses in accessing necessary skills and support.



### **Magnus Karlsson**

Partner and Innovation Management Expert, Amplify

Partner and innovation management expert at the training and consulting firm Amplify, adjunct professor at KTH Royal Institute of Technology, Stockholm, chairman of the national innovation management committee at SIS Swedish Institute for Standards, co-founder and former chairman of the Association for Innovation Management Professionals in Sweden, and former Director of New Business Development and Innovation at Ericsson HQ, Stockholm.



### **Charlie Tuxworth**

Innovation Leadership & Transformation Expert, Celsio

Charlie is an innovation leadership and transformation expert and delivers strategic and creative innovation programmes across many sectors. Charlie is founder and chair of Innovate Island, an all-Ireland innovation collaborative network, and has recently been selected by ISO as global lead for the creation of a new international standard for Innovation Competency.



### **Scott Steedman**

Director General, Standards, BSI

Scott joined BSI in January 2012 and was appointed to the Board later that year. An engineer by profession and with over 20 years of experience in the built environment sector, he previously served as a Fellow at the University of Cambridge and held leadership roles at the European Committee for Standardization (CEN) and the International Organization for Standardization (ISO). He was also a Non-Executive Board Member of the Port of London Authority.

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