

# CRIS BESWICK – PROFESSIONAL BIO

## CONTACT INFORMATION

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## EXECUTIVE SUMMARY

Trained initially as a product & industrial designer, Cris spent over a decade as a successful entrepreneur & CEO, building an award-winning global design group. He is now a strategic advisor on innovation, recognised globally as a thought leader on innovation strategy, leadership and culture and a pioneer in measuring corporate innovation maturity. Specialising in working with CEOs and senior teams, Cris has advised some of the world's most successful leaders, Fortune 500 companies and Governments.

He is the author of 'The Road to Innovation' and co-author of 'Building a Culture of Innovation', an Amazon bestseller and voted one of the Chartered Management Institute's top five books on innovation in 2017. As well as authoring numerous white papers, Cris has also contributed to articles for The Times, Financial Times, and The Sunday Telegraph to name but a few and has delivered keynotes to conference audiences around the globe on how to shape the future by building a culture of innovation.

*"Cris is the David Blaine of innovation, except you won't box this guy in!"*

**Perry Timms**

Founder & Chief Energy Officer, PTHR

*"The most practical content and applicable tools you ever need for the implementation of an innovation culture in your organisation is what you get from Cris' sessions. The most thought-provoking and Inspirational speech EVER! You made our event a HUGE success, Cris."*

**Sepher Tarverdian**

CEO, Hamayesh Farazan

Cris has also delivered MBA programs for universities around the world as a Visiting Professor at Cranfield University's Centre for Competitive Creative Design, Visiting Professor at ICESI University in Colombia, Co-founder and Practicing Professor of Innovation at The London Centre for Executive Excellence and an Adjunct Professor of Entrepreneurship at Southampton Business School. He has also delivered executive education programs on innovation leadership & culture for leading business schools such as Cranfield University's Centre for Customized Executive Development, Henley Business School, and Synergy Business School in Dubai.

*"Cris is an authority on how to create an innovative organisation. He is an accomplished speaker and facilitator, regularly engaging senior business audiences to tackle the essential issues within the organisational innovation space. Having delivered executive development programs to many of Henley's global clients, I can honestly say that the impact of Cris' interventions are not only immediate, they're essential!"*

**Paul Bennett**

Director of Executive Education, Henley Business School

Some of Cris' clients have included The Government of Dubai, Cisco, SIG, Rank Group, Big Lottery, BHA Group, The House of Commons, Ministry of Defence, GCHQ, Arriva, Roche, Ordnance Survey, Nationwide Building Society, National Bank of Kenya, QinetiQ, DNV-GL, ING and Wärtsilä, Roche, ING, Siemens, The Government of Luxembourg, Renault Financial Services, Xchanging to name but a few.

## KEY SKILLS

- Operating in complex business environments at board, CEO, and senior level to drive innovation leadership, capability & culture to deliver strategic objectives.
- Developing and implementing operational plans, roadmaps, strategies, and frameworks for driving innovation capability & culture.
- Using design thinking to unearth hidden opportunities and build end-to-end solutions to complex business challenges.
- Designing and implementing pragmatic strategies for building innovation capability across multi-location and multi-cultural teams.
- Creating alignment in senior teams around the vision, values and strategies required for developing innovation capability & culture as a competitive advantage.
- Excellent creative leader and builder of innovation-led teams and environments.
- Unique combination of high emotional intelligence, creativity, pragmatism, and design-led focus.
- Ability to apply the design process to any situation to unearth real issues and design and develop deeply aligned, human-centred solutions.
- Application of high levels of design and visual communication to complex situations to enhance understanding and alignment of senior teams.
- Developing leaders and key influencers across organisations and enabling them to drive the strategy, behaviour and culture required for innovation.
- CEO and senior-level innovation coaching and strategic advice on innovation leadership & culture.

## EXECUTIVE EXPERIENCE

### 2019 - Date: Co-founder & CEO - OUTCOME

OUTCOME is a global innovation advisory firm founded by Cris Beswick and Dan Toma, combining thinking and approaches from their two bestselling books, 'The Corporate Startup' and 'Building a Culture of Innovation'. Based on a holistic, outcome-driven approach to supercharging leadership and corporate innovation performance, OUTCOME works with senior teams worldwide on the strategy, leadership and culture required for innovation to solve today's innovation-led growth challenges whilst simultaneously building the capabilities for shaping the future. OUTCOME is also a pioneer in measuring corporate innovation maturity and investment performance. It has helped some of the world's most complex organisations audit their innovation ecosystems and build transformation programs to increase innovation maturity and make smarter innovation investment decisions.

### 2015 - Date: #1 Bestselling Author - Building a Culture of Innovation

Building a Culture of Innovation by Cris Beswick, Derek Bishop & Jo Geraghty presents a practical framework that you can follow to design and embed a culture of innovation in your business. It includes case studies from international organisations which have shifted their focus to an innovation culture, including Prudential, QinetiQ, Octopus Investments, Cisco, Siemens, BrightMove Media, Waitrose and Feefo and are supported with downloadable resources. Building a Culture of Innovation is essential for business leaders and change implementation teams who want to place innovation at the heart of their business strategy. 'Building a Culture of Innovation' was voted one of the Chartered Management Institute's top 5 books on innovation in 2017, was an Amazon #1 bestseller and has become one of the world's best-selling books on innovation culture.

### 2017 - 2019: Co-founder & Practicing Professor of Innovation - LCEE

The London Centre for Executive Excellence is a premier institution offering progressive education for future global business icons.

### 2015 - 2019: Co-founder - The Future Shapers

The Future Shapers is an innovative thought leadership website providing strategic thinking, best practices, unique perspectives, and knowledge with content from some of the world's leading experts, speakers, practitioners, executives, consultants, academics and thinkers on innovation and the multidisciplinary approach it requires with one aim, to help CEOs and senior teams understand how to Shape the Future through innovation.

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## **2008 – 2019: Founder & CEO – Cris Beswick Associates**

As a trusted advisor on innovation, Cris Beswick specialises in working with CEOs and senior teams and has coached, advised, and delivered keynotes to some of the world's most successful companies on how to become exceptional by building game-changing innovation capability and embedding it into organisational culture. Using a unique methodology, Cris works with clients to 'Establish' where the strategic need for innovation exists and how and where it's going to add value to the organisation, 'Enabling' senior teams to become innovation leaders who can translate the innovation vision into organisation-wide action and behaviour and then through change management and innovation-focused culture change, 'Embedding' culture of innovation so that game-changing innovation capability becomes part of 'how' clients do things.

## **1998 – 2008: Founder & CEO – Beswick Design Group**

Starting as a small, entrepreneurial design agency, BDG quickly took a more commercial and consultative focus to service rapidly growing client accounts. Over a relatively short period, BDG built a differentiated position in the retail design and strategy industry due to its unique approach to providing insight, strategy, design, and development services. As such, BDG became the consultants of choice for retailers and brands such as B&Q, Nokia, M&S, BP and GE, running projects in the UK and across Europe, the Far East and the USA. As part of the growth strategy, adjacent and complimentary companies were launched under a group structure to seek out, develop, invest in and market innovative products and services in the retail sector. BDG provided seed funding and capital to start-up ventures and funded product design, development, and market launch on a joint venture basis. The most significant was a 3-way venture between BDG, B&Q and Manchester United in the form of a product licensing deal to which B&Q subsequently bought the rights.

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## **BOARD POSITIONS**

### **2020 - Date: Member of The Board of Advisors - Glnl - Global Innovation Institute**

Cris Beswick is a member of the Board of Advisors of Global Innovation Institute (Glnl), the world's leading certification, accreditation, and membership organisation in the field of innovation. Its Board of Advisors is a highly prestigious group whose members are chosen based on their demonstrated contribution to the practice of innovation.

### **2019 - Date: Member of The Board of Advisors - Innovators CoLab**

Innovators CoLab is a private collaboration of corporate innovators working together to produce steady streams of fresh innovations that increase enterprise value. Innovators CoLab connects members with all the resources needed to innovate in a fast-paced, global marketplace. As an Advisory Board Member, Cris helps the collaboration by providing insights from the front lines of global innovation.

### **2017 – Date: Chairman – G&F MAT**

Founding member of the Gosport & Fareham Multi-Academy Trust. A pilot scheme backed by the Department for Education to build a new localised 'academy' model and test a new approach to the academisation of underperforming schools.

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## **STRATEGIC ADVISORY POSITIONS**

### **2021 – Date: Charter Member & Contributing Author – Future-Fit Manifesto**

Charter member of this highly regarded, impactful, and forward-looking think tank. On the Twentieth Anniversary of the Agile Manifesto, we collectively crafted "The Future Fit Manifesto" - a manifesto that charges organisations with proactively shaping their futures, not simply reacting to the future as it unfolds - a recipe that no longer works given the pace of technological change we are witnessing. This think tank will constantly champion the cause of the Future Fit/Future Ready organisation - organisations capable of remaining relevant to today's world while also resilient to the endless sea of change happening all about us. These organisations will still be creating tremendous value - not years, not decades, but centuries from now.

### **2018 – Date: Partner & Chief Innovation Strategist – Luman**

Strategic Advisor to the founders of Luman, helping with client interventions around integrating innovation strategy, leadership, and culture with the intrapreneurial capacity to aid organisations in building a culture of innovation that delivers true differentiation, competitive advantage, and growth.

### **2018 – Date: Consulting Partner & Innovation Strategist – Ninety Consulting**

Strategic Advisor on Innovation strategy, leadership & culture to one of the UK's leading insurance innovation consultancies.

### **2016 – Date: Strategic Advisor on Innovation – Wazoku**

Strategic Advisor on Innovation to the UK's fastest-growing innovation software company. Helping position Wazoku as thought leaders on innovation strategy and how to build a culture of Everyday Innovation through the integrated and strategic use of technology and network-wide platforms.

### **2012 – Date: Director of Innovation Consulting – Culture Consultancy**

Strategic advisor and innovation strategist for Culture Consultancy, a leading organisational culture change company specialising in helping clients build successful businesses and increasing growth by enabling cultural alignment, elevating performance, and enhancing relationships.

### **2015 – 2016: Strategic Innovation Coach – Cisco**

Lead external consultant running the 'Big Bets' Innovation Coaching Program for Cisco services providing senior leadership level innovation coaching, which focuses on supporting and coaching people to develop high-value and high-growth potential ideas.

### **2013 – 2016: Strategic Advisor on Corporate Innovation – JMG**

Strategic advisor for global leadership development company JMG, a specialist consultancy enabling large organisations to identify and accelerate leaders' performance and capability quickly.

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## **ACADEMIC POSITIONS**

### **Executive Faculty - Henley Business School**

Executive faculty at Henley Business School and the Henley Partnership delivering customised executive development programs on innovation strategy, leadership & culture.

### **Practising Professor of Innovation & Co-founder - The London Centre for Executive Excellence**

Co-founder and expert lecturer on innovation strategy, leadership, and culture.

### **Adjunct Professor of Entrepreneurship - Southampton Business School**

Expert lecturer on innovation strategy, leadership, and culture.

### **Visiting Fellow - Cranfield School of Management and Centre for Customized Executive Development**

Visiting Fellow on innovation strategy, leadership, and culture for customised executive programs.

### **Visiting Professor of Innovation Culture - ICESI University, Colombia**

MBA program lecturer on innovation culture.