

Keely Flint

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A highly acclaimed **European Innovation / Service Design Director** and trusted strategic advisor. Proven in delivering high-impact strategic innovation, building global organisational cohesion, and for driving new digital services in highly regulated markets. Recognised for transforming how organisations and their C-suite approach executive decision-making.

Combines razor-sharp intellectual analysis, acute commercial aptitude, and the ability to navigate commercial risk. Defines viable roadmaps towards success and profitable growth. Stimulates cross-functional imagineering, encouraging different perspectives and skillsets to create breakthrough ideas and solutions.

QUALIFICATIONS

Executive MBA, London Business School (2010)

PostGrad Research, ELTE University Budapest (1996)

BA (Hons) in Archaeology, University of York (1992)

KEY VALUE ADDING STRENGTHS

DELIVERING HIGH IMPACT STRATEGIC INNOVATION

- Clarified the vision for Lloyds Banking Group to protect and grow £50bn AUM, by revitalising its D2C retirement proposition. Created the blueprint for a holistic multi-channel service to support 30m retail customers planning for their future.
- Enabled Jazz Pharmaceuticals, to plan and deliver its \$5bn 2025 revenue target, having promised shareholders to deliver patient-centric innovation. Positioned it as a unique collaborator in healthcare, with a portfolio of commercially viable concepts.
- Prepared the Automobile Association, to transition its business from roadside repair / recovery, into a multi-service operation geared to the future with connected electric vehicles. Aligned/ mobilised stakeholders to the blueprint for service transformation.

BUILDING GLOBAL ORGANISATIONAL COHESION

- Engaged 30+ senior European operational stakeholders to help HSBC to develop a customer experience strategy for its Trade Receivables Finance business. Led 5 key decision-maker workshops to secure commitment and ratify the business case.
- Enabled the Argos Chief Digital Officer and key executive stakeholders to create an ambitious digital vision, before embarking on a £300m transformation. Produced the strategy that led to Argos being the first UK retailer, to hit £1bn in mobile revenue.
- Collaborated with the global stakeholders of Boehringer Ingelheim to create a content driven operating model and roadmap to facilitate its transformation. Provided a vision to deploy content, to engage patients and physicians, and improve patient outcomes.

DRIVING NEW DIGITAL SERVICES IN HIGHLY REGULATED MARKETS

- Enabled Scottish Widows, to increase FUM by £800m in 3 yrs, improve profit margins and earn £30m+ income. Led the design team to launch a consolidation journey and partner with Pensionbee, to target 8m customers with pension trace / transfer service.
- Reimagined a life insurance service for Lloyds Banking Group, to maintain market share in a crowded flat market, challenged by disruptors. Delivered an omni channel, mobile first service, built around a modernised set of products and proposition.
- Initiated Barclays first monitoring and performance dashboard to optimize their digital banking services. Designed and delivered a display using Tableau, putting live usage data and Net Promoter Scores at the fingertips of digital leadership on a daily basis.

CAREER HISTORY

CONSULTING DIRECTOR, Publicis Healthcare Communications Group **2022 – 2023**

A UK-based division of the Publicis Groupe S.A. with 5,500 employees and a healthcare communications network of 12 agency brands in 10 countries. Specialises in media solutions in medicine and science. The largest US healthcare communications network by revenue.

- Reported direct to the Global Chief Innovation Officer and responsible for creating the proposition and target operating model for a portfolio of design led consulting services; and growing client relationships to the value of £5-10m.
- Led the new consulting offering, that delivered £2.5m in 2022 and projected earnings of £4m in 2023. Trialled and proved the new design method and operating model, founded on open innovation partnerships with the healthcare ecosystem.

SENIOR MANAGER, SERVICE DESIGN, Cognizant **2021 – 2022**

A US headquartered Fortune 500 company, part of the NASDAQ-100, and trading under CTSI operating globally with consulting and information technology services.

- Reported direct to the Global Head of Service Design and responsible for leading multidisciplinary teams in delivering programmes for government clients; delivering strategic service blueprints; conceptual prototypes and strategic roadmaps.
- Enabled the Valuation Office Agency, an executive agency of HMRC, to deliver against government digitisation policy. Consulted stakeholders and produced conceptual designs for the new digital service provided to business rates customers.

SERVICE DESIGN LEAD, Deloitte Digital **2020 – 2021**

A division of the British professional services network Deloitte Touche Tohmatsu Ltd, the largest professional services network by revenue in the world, with 415,000 professionals globally and revenues of \$50.2bn.

- Reported direct to a Partner, and responsible for leading design teams in delivering discovery / innovation programmes, transformation service blueprints and design artefacts for clients, notably The Automobile Association and the Cabinet Office.
- Prepared the Automobile Association, to transition its business from roadside repair / recovery, into a multi-service operation geared to the future with connected electric vehicles. Aligned/ mobilised stakeholders to the blueprint for service transformation.
- Enabled the Cabinet office, Crown Commercial function, to deliver against government digitisation policy. Consulted stakeholders and produced the blueprint for the new online public procurement service for suppliers bidding for govt contracts.

SERVICE DESIGN LEAD, Lloyds Banking Group **2017 – 2020**

Formed through the acquisition of HBOS by Lloyds TSB and now one of the UK's largest financial services organisations. £13.9bn t/o, AUM £173bn. and 30m customers.

- An interim assignment, reporting direct to the Design Director and responsible for leading product teams to solve complex business problems using human centred design methods, to transform Scottish Widows pensions and life insurance business.
- Enabled Scottish Widows, increase FUM by £800m over 3 yrs, improve profit margins and earn £30m+ income. Led the design team to launch a consolidation journey and partner with Pensionbee, to target 8m customers with pension trace / transfer service.

STRATEGY DIRECTOR, EY-Seren **2017**

A £38m t/o subsidiary of Ernst & Young Global Limited. An international design consultancy specializing in helping clients achieve customer centred digital business transformation.

- An interim assignment, reporting direct to the Chief Design Officer and responsible for providing strategic vision, advisory services and customer transformation roadmaps to the European Head of Service Operations at HSBC, Trade Finance & Receivables.
- Engaged 30+ senior operational stakeholders to help HSBC to develop a customer experience strategy for its Trade Receivables Finance business. Led key decision-maker workshops to secure commitment and ratify the case for customer centricity.

STRATEGY DIRECTOR, Legas Delaney **2017**

An independent and integrated global creative agency founded in 1983. With 6 offices globally it is a privately held company, with 115 employees, headquartered in London.

- An interim assignment, reporting direct to the CEO and responsible for providing strategic advisory services to a key client, luxury watchmaker Patek Philippe.
- Advised Patek Philippe, how to address the competitive threat of e-commerce, protect bricks and mortar retail sales worth 1.5 bn Swiss francs and maintain their 3% growth plan. Ensured a differentiating strategy and authentic brand experience.

DIRECTOR OF STRATEGY, Nile **2016 – 2017**

A small service design agency, in Edinburgh, with a strong client base of market leading financial services brands. They also delivered the design for the new Scottish bank notes.

- Reported direct to the CEO/Founder and as a member of the management board, responsible for redefining the agencies service design proposition and methodology, defining and executing growth strategy and delivering annual revenue targets.
- Led Nile's brand repositioning and the take to market of a new sprint based offering. Increased revenue by £1.5m in Year 1, a 5-fold increase in AOV. Secured key supplier status with RBS and successfully transitioned to service design agency.

STRATEGY DIRECTOR, Digitas Health, Publicis **2015**

Part of the Publicis Healthcare Communications Group (PHCG) a network of 12 agency brands operating in 10 countries.

- In interim assignment, reporting direct to the Chief Strategy Officer and responsible for providing strategic advisory consulting services to clients in the healthcare sector, eagling them to deliver patient centric transformation.
- Collaborated with the global stakeholders of Boehringer Ingelheim to create a content driven operating model and strategic roadmap to facilitate transformation. Provided a vision to to engage patients and physicians, to achieve improved patient outcomes.

STRATEGY DIRECTOR, POSSIBLE **2015**

A UK global creative technology consultancy with 500 employees across its global offices and a global client portfolio including Adidas, Rolex, Coca Cola, Apple, Playstation, Toyota.

- An interim assignment, reporting direct to the CEO and responsible for providing strategic consulting services to clients, delivering digital first experience strategy to kick start digital transformation; engaging stakeholders to achieve consensus to act.
- Helped Adecco engage and unite its divergent multi-national businesses around a digital vision, as it faced disruptive market entrants. Created a technology driven framework for servicing clients, cross fertilising capabilities, to exploit global scale.

INTERIM CHIEF STRATEGY OFFICER, Rufus Leonard **2014 - 2015**

An independent and established brand and digital agency, based in London. Builds category-defining service brands through design & technology. Owned by Cagemini since 2022.

- An interim assignment, reporting direct to the Managing Director and responsible for modernising the strategic planning function, to incorporate service design methods for clients including Pizza Express, The Odeon, Stagecoach, The AA, AXA.
- Facilitated the transition from a perception of outdated media planning capabilities into a future-proofed strategic design proposition. Doubled annual revenue by securing a wide range of strategic assignments from leading UK consumer brands.

DESIGN RESEARCH LEAD, Newt Idea **2014 – 2015**

A privately owned, London-based, service design agency, with 20 employees, designing digital experiences for market leading brands.

- An interim assignment reporting direct to the Design Director and responsible for the strategic advisory consulting services to clients, specifically Tesco Innovation.
- Guided Tesco Innovation to make a stop-start investment decision on a £multimillion in store technology concession. Led the evaluation of the live innovation concept, presenting customer research findings to a digital innovation executive audience.

STRATEGY DIRECTOR, SapientRazorfish **2014**
 An interactive agency, part of Publicis Groupe, providing services, web development, media planning and buying, technology and innovation, emerging media, analytics, mobile, advertising, creative, social influence marketing and search. Over 2,000 employees

- An interim assignment, reporting direct to the Chief Strategy Officer and responsible for providing strategic advisory consulting services to clients. Led discovery and design workshops for creative teams and executive level stakeholders.
- Enabled the Argos Chief Digital Officer and key executive stakeholders, to create an ambitious digital vision, before embarking on a £300m transformation. Produced the strategic roadmap to Argos becoming the first £1bn mobile revenue UK retailer.

PRODUCT DEVELOPMENT DIRECTOR, Automated Knowledge Alliance **2014**
 AKA was successfully launched to market as the Limited company 3Rdi in 2017, an AI driven technology solution that supports data driven forecasting and business decision making.

- An interim assignment reporting direct to the CEO and responsible for leading a start-up team through the early stages of product development.
- Deployed business design and user centred design methods to deliver the robust investors pack needed to pitch to investors for funding. Produced brand and customer proposition, a functional specification for an MVP; product roadmap and sales plan.

GROUP ACCOUNT DIRECTOR, E-Y Seren, London **2012 – 2014**

- Reported direct to the CEO and responsible for leading financial services consulting teams; and managing the client portfolio including RBS, Coutts, Barclays, Bank of America to deliver the ambitious business growth plan.
- Enabled Barclays Bank to revitalise their digital banking service and outperform competitors' net promoter scores. Created a customer centred environment, by revolutionising R&D methods, engaging customers and colleagues throughout.
- Led the strategic innovation and potential repositioning of Barclays, as a technology driven service provider in the digital identity space. Defined a digital ecosystem, modelling service artefacts to communicate the concept to potential customers.

PRINCIPAL USER EXPERIENCE CONSULTANT, Detica **2010 – 2012**
 An international business and technology consulting firm owned by BAE Systems. Its' 4,800 employees in 16 countries enable governments and businesses to unlock digital advantage.

- Reported direct to the Executive Creative Director and responsible for delivering user experience design for key defence and government clients. Developed the design capabilities and responded to client briefs - engaged with government stakeholders.
- Engaged a global audience of BAE Systems 10k+ employees, 30k suppliers and media to unite the organisations behind a new brand story. Consolidated / redesigned the global online presence, to improve brand perceptions and balance sheet value.

EARLY CAREER SUMMARY

INFORMATION ARCHITECTURE MANAGER, BUPA **2006 – 2009**
HEAD OF DATA & DIGITAL PRODUCT DEVELOPMENT, RBI, Reed Elsevier **2001 – 2006**
EDITORIAL MANAGER, Reed Business Information, Reed Elsevier **1997 – 2000**
RESEARCH EDITOR, Bowker Saur, Reed Elsevier **1996 – 1997**
RECORDS OFFICER, Clwyd Powys Archaeological Trust **1993 – 1994**
RECORDS CURATOR, English Heritage, London **1992 – 1993**