

2ND ANNUAL SERVICE DESIGN SUMMIT



H10 CASANOVA | BARCELONA, SPAIN

4-5 APRIL, 2019

CHAIRD BY



Leslie Fountain
Partner &
Executive Director
Foolproof



Boris Thorbecke
Freelance Creative Director
& Entrepreneur
Inter Ikea Group



SPEAKER LINE-UP



Olli Mannerkoski
Director,
Experience Design
Nokia



Jorge Márquez Moreno
Head of Service
- Experience Design
everis



an NTT DATA Company



Michael Holmes
Service Designer
BT



Amaia Calvo-Fernández
Program Manager
eDreams
ODIGEO

eDreams ODIGEO



Didier Boulet
Design Center Director
Thales



Sven Poguntke
Consultant, Facilitator
& Book Author



Imran Younis
Head of Service
Design & Research
Capgemini



Ferdy Gilsing
Associate Director
Creative Consulting
BMW Group
Designworks

Designworks
A BMW Group Company



Liga Letina
Head of UX / Digital
Service design
If Insurance



Tim Loo
Executive Director
of Strategy
Foolproof

Foolproof



David Gheorghita
Director of User Experience
DMI
(Digital Management, LLC)



Robin Wong
Principal Service Designer
BT



Imaad Mahuroof
Chief Digital Product Owner
Shell



Xavi Cortadellas
Gatorade Head of Design
and Innovation
PepsiCo



2ND ANNUAL SERVICE DESIGN SUMMIT



H10 CASANOVA | BARCELONA, SPAIN

4-5 APRIL, 2019

We are pleased to announce the launch of the **2nd Annual Service Design Summit** that will take place on **4-5 April 2019 in Barcelona**. The summit will provide insights into key issues and trending topics within today's service design landscape and it will offer an excellent opportunity to learn more about recent projects and innovations in organizational transformation. The purpose of the conference is to create a perfect atmosphere for active networking and to help attendees in developing better services and learning new ways to push for future success.

KEY PRACTICAL LEARNING POINTS OF THE SUMMIT

- Collaboration and co-designing services with customers
- Learning from innovation failures and successes
- New technologies and data-driven service design
- Leadership, strategy and business transformation
- Design considerations when using AI in customer services
- Different approaches and delivery methodologies
- Building and leading innovation teams
- Why humans are the key to good service design

TAKE A LOOK AT LAST YEAR'S EVENT



WHO SHOULD ATTEND

This summit will gather together CEOs, CDOs, CIOs, Directors, VPs, Heads, Managers, Leads and Senior Level Executives having expertise in:

- Customer Experience
- Human-Centered Design
- Design Research
- Customer Engagement
- Process Improvement
- Digital Transformation
- Technology & Digital Strategy
- Stakeholder Management
- Customer-focused Innovation
- Business Model Innovation
- Complex Ecosystems
- Service Delivery
- Business Systems
- Design methodologies



X 12+ Industry Case Studies



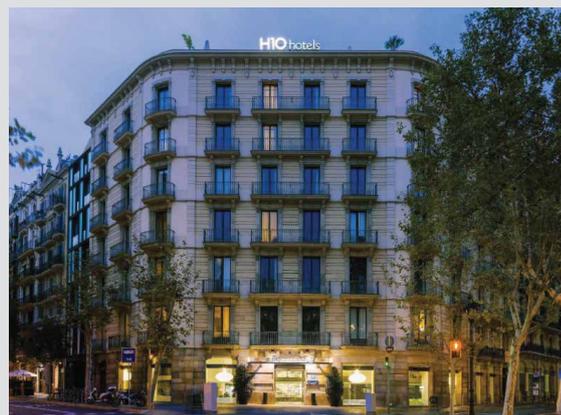
X 20+ Hours of networking:
forge new professional contacts during numerous networking breaks between sessions & during the Networking Dinner on Day 1



X 100+ Pages of the Post - summit
documentation package available upon demand*

VENUE

H10 Casanova



The H10 Casanova is housed in a perfectly restored 18th century building. The hotel is located in the heart of Barcelona, in the iconic Eixample district. An exceptional location, close to the city's main shopping and business districts and a few metres from some of Barcelona's most emblematic sites such as Plaça Catalunya, Passeig de Gràcia and Les Rambles.

Gran Via de les Corts Catalanes, 559

E-08011-Eixample

Barcelona

T (34) 93 396 48 00

h10.casanova@h10hotels.com

For more details
please click

[HERE](#)

PREVIOUS ATTENDEES INCLUDE

FINNAIR

FUJITSU

IBM





08:30 Check-in and Welcome Coffee 

09:00 Opening Address from the Chairman

09:10 **Speed Networking Session**

Form those initial relationships early – exchange business cards with your colleagues and find out who is facing the same challenges as you!

DIGITAL TRANSFORMATION

09:50 Case Study: 

Applying Design Thinking into your Digital Transformation Programme

- How service design has challenged and changed regulatory decisions and policy maker
- How to implement service design, lean startup and agile
- Demonstrable case studies in the public and private sector

Imran Younis

Head of Service Design & Research

Capgemini



10:30 Morning Coffee and Networking Break 

11:00 Case Study: 

Delivering Business Transformation*

- Embedding service design in large organizations
- Insights into emerging technologies
- Improving interaction quality between service providers and customers

11:40 Case Study: 

Strategy eats Culture for Dessert

- Creating new services: From cars to mobility solutions
- Maturing the role of design in organizations
- Insights into iterative collaborations

Ferdy Gilsing

Associate Director

Creative Consulting

BMW Group Designworks



12:20 Case Study: 

Decoding Data Into Action

- Interviewing and data decoding techniques
- Observation—Interpreting the unsaid
- Behavioral mapping applied to personas
- Moving from abstract to concrete through prototyping

David Gheorghita

Director of User Experience

DMI (Digital Management, LLC)



13:00 Business Lunch 

INNOVATION & CO-CREATION

14:00 Case Study: 

Innovation and Co-creation at Digital Experience Research Center

- Introducing end-users into the research process to understand needs and expectations
- Creating meaningful digital products
- Thinking and designing holistically
- Giving voice to the user and to all stakeholders and co-creating with them

Jorge Márquez Moreno

Head of Service – Experience Design

everis



an NTT DATA Company

14:40 Case Study: 

What My Service Design Students Taught me About Service Design

- What are the learning from driving from zero to hero my students of Service Design every year? Some are believers, some are cautious, all are curious; this is not so different from working in a project with different stakeholders with diverse backgrounds.
- The accumulated learning journeys from more than 100 students can help us to become better designers; their mistakes reflect the pitfalls that we face, that are common for the first timers and for the experts.

Amaia Calvo-Fernández

Program Manager

eDreams ODIGEO



15:20 Afternoon Tea and Networking Break 

15:40 Case Study: 

Design-driven Innovation in a large B2B Firm

The talk will focus on the THALES journey with design-driven innovation including design thinking, service design and user experience. How the Design Center initiative is born and scaled to a full-fledged design center network capability. What were the key lessons learned and a peak to its future.

Didier Boulet

Design Center Director

THALES



16:20 Case Study: 

Designing a global B2B payments platform: Shell Card Online (SCOL) Next Gen

- Where we are now, and what you can learn - from the initial vision to the MVP launch.
- Next steps: using product roadmaps to drive business transformation.
- How design can enable global products to scale.

Imaad Mahuroof

Chief Digital Product Owner

Shell



Tim Loo

Executive Director of Strategy

Foolproof



17:00 Chairman's Closing Remarks and End of Day One

18:00 Networking Dinner - El Palace Hotel Restaurant

Gran Via de les Corts Catalanes 668



08:30 Check-in and Welcome Coffee 

09:00 Day Two Opening Remarks

09:10 Case Study: 

The innovation ripple effect

Open innovation based on design thinking can unlock business models and consumer experiences. Learn the case of Gx, a new platform business that helped Gatorade to reposition the brand and change the way to interact with consumers. Leveraging science, technology, packaging and digital solutions, Gatorade unlocks Sports Fuel Personalization to all athletes from pro teams to fitness enthusiasts

Xavi Cortadellas

Gatorade Head of Design and Innovation
PepsiCo



09:50 INTERACTIVE SESSION

Out of the box thinking in 3D: Using the LEGO® SERIOUS PLAY® Method for rethinking Service Design *

- Introduction: Using an engaging and innovative tool for ideation and communication
- Mindset: Values and behaviors of great Service Designers
- Learnings: Barriers to Service Design and how to overcome them

Sven Poguntke

Consultant, Facilitator & Book Author

10:40 Morning Coffee and Networking Break 

FUTURE OF SERVICE DESIGN

11:00 Case Study: 

Artificial Intelligence in Service Design

The presentation will be covering different approaches of AI in service design, design considerations related to AI and how AI is about to change service design in the future.

Olli Mannerkoski

Director, Experience Design
Nokia



11:40 Case Study: 

Service Art

- A design isn't finished until somebody is using it. How does this apply to the higher arts?-
- What is the use of art? What are the functional components of art.
- And how can we apply these useful components in your business?

For the first time, Boris will be presenting his latest startup-up concept called Augmart. Augmart brings virtual reality and augmented art into the physical public space. To shape and perfect his concept, he will take the audience into a deep dive into looking at art as a service. Art for people to enjoy, learn from, share, collect, and connect.

Boris Thorbecke

Freelance Creative Director
& Entrepreneur
Inter Ikea Group



IMPLEMENTING SERVICE DESIGN

12:20 Case Study: 

Delivering Service Design at Scale:

- Design thinking theory: BTs design thinking frame work, toolset and learning journey.
- Design thinking in practice: BTs digital IT service catalogue and consumer products and services.
- Accelerating design thinking maturity through insight: sharing learnings for embedding design thinking at scale.

Michael Holmes

Service Designer

BT



Robin Wong

Principal Service Designer

BT

13:00 Business Lunch 

14:00 Case Study: 

Bringing Service Design to Life

The talk will delve into best practices of how to make service design alive in a company.

Liga Letina

Head of UX / Digital Service design

If Insurance



14:40 PANEL DISCUSSION

Creating Omnichannel Experiences

- Integrated customer experience
- Improving customer satisfaction with omnichannel strategy
- Looking at the whole system when designing experiences
- Industry examples

15:20 Chairman's Closing Remarks

* LEGO® AND SERIOUS PLAY® ARE REGISTERED TRADEMARKS OF THE LEGO GROUP

SPOTLIGHT ON THE SPEAKERS

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Leslie Fountain
Partner & Executive Director
Foolproof

Leslie Fountain's professional expertise and formal training, MSc Human Factors and MBA, includes experience in strategy and planning; formative and summative design research; stakeholder engagement; agile design methodologies; service design and business development. She is particularly interested and has expertise in the healthcare sector; exploring how digital and service design can optimise health care professional's performance and patient outcomes. She is a regular speaker at industry events, sharing her stories in experience design, taking the human perspective, agile ways of working and leadership. She is a committee member of the Service Design Network's UK Chapter and an active supporter of BIMA. Before joining Foolproof she was the Joint Managing Director at System Concepts where she helped to build their UX team and worked with clients such as Amadeus, Microsoft and the New York Stock Exchange, using insight to re-design their services – both digitally and physically.



Boris Thorbecke
Freelance Creative Director & Entrepreneur
Inter Ikea Group

As a creative director Boris Thorbecke creates effective and innovative digital brand experiences that change and improve our daily lives. Asking the right questions and defining the deeper problem is the first step of many in his design thinking process. Boris drives and speeds up processes by his love for collaborating with a broad scale of talents and personalities. Keen on inspiring creative teams as well as sparking his clients into innovation or even transformation. Leading by doing, Boris makes use of the latest software. With ease designing a fully working Invision prototype. A picture says so much more than a thousand words. This year Boris celebrated his second decade of experience with working for leading international brands such as Philips, T-Mobile, Rabobank, Greenpeace, Nike, Air-France KLM and IKEA. His basic principles; never stop learning, keeping an open mind at all times and always stay hungry for the experience of a lifetime.



Amaia Calvo-Fernández
Program Manager
eDreams ODIGEO

Amaia has been working 15 years in projects involving customer experience and digital transformation of the organisations. She likes to think about her experience as an ecosystem that got enriching: she gained her understanding about customer insights working in the first Usability Laboratory in Spain; then she joined the public sector help building distinctive service models between the customer and the tourism industry; currently she leads a team that works in a disruptive subscription program in the biggest European online travel agency. Thanks to these layers of experience, she treasures a solid understanding about the technical, human and organisational aspects that contribute in delivering value.



Olli Mannerkoski
Director, Experience Design
Nokia

Olli has 20 years' experience in design strategy, user experience design and human-centred design. He has been leading design organisations and teams to deliver change, service innovation and digital products across telco, banking, public services and media sectors. In his current role at Nokia he is scaling human-centred design practices for new solutions, strategy and innovation.



Jorge Márquez Moreno
Head of Service – Experience Design
everis

Jorge is Head of Experience Design at Everis and describes himself as a designer in constant progress.

He's career path started out in journalism, but he started discovering the digital communication world, going through visual, user studies which eventually lead him to experience design. Throughout his career he had the chance to work in different interaction design projects for multi-devices, as well as the creation of powerful user interfaces and his goal has always been to present content in a clear and useful way. He has also been involved in innovation projects for online business, where he enjoys exploring all the opportunities of the digital world investigating the user's way of thinking. He shares his passion teaching at ESDI and La Salle Universities.



Michael Holmes
Service Designer
BT

Michael is a Service Designer with a strong background in digital strategy and innovation. His work includes setting up BT's first innovation incubator, leading pioneering digital design work for retail stores for EE, and helping to introduce a new culture of innovation within BT. Michael is passionate on working with teams across the business on product development and innovation management, and coaching product teams to do their best work.



David Gheorghita
Director of User Experience
DMI (Digital Management, LLC)

With proven ability to transform concepts into successful products and services, David led UX research, ideation, prototyping, and testing across multiple verticals such as train transportation, air travel, ethics & compliance, e-commerce or health, for customers like Virgin, Bombardier, Staples, Takeda, Budweiser, Telenor, and many others.

His role is essentially to help global companies (with various levels of digital maturity) to envision, conceptualize and validate new products and services in the market. He is also teaching Design Thinking, Service Design and User Experience at design and marketing universities in Barcelona and Geneva.



Sven Poguntke
Consultant, Facilitator & Book Author

Sven Poguntke is based in Germany and for the last 14 years he has worked nationally and internationally as an Independent Consultant, Facilitator, Management Trainer, Keynote Speaker, Book Author and University Lecturer. His clients are mostly global companies. Sven is a specialist for Ideation-/Innovation- and Business Design Tools such as (Service) Design Thinking, Design Sprints, Blue Ocean Strategy, Business Model Canvas & Value Proposition Design, SCRUM, as well as a certified facilitator for the Lego® Serious Play® Method. Sven has a background in Business Administration (University Mannheim/Germany and University of North Carolina/USA). Earlier in his career he has worked in Strategic Management for a public transport company, as a Senior-Consultant for a major German Consultancy and most recently as a Visiting Professor for Design Thinking and Innovation. He is author of the book „Corporate Think Tanks“ published by Springer/Gabler.

SPOTLIGHT ON THE SPEAKERS

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Didier Boulet
Design Center Director
Thales

Didier Boulet is the founder of the THALES Design Center, which he created in 2013, applying Design Thinking & Service Design throughout Thales (Aerospace, Defense & Security). Since joining Thales, Didier has held a number of high-level positions in Business Development, Innovation and Design. He is also serving on a number of Technology & Governance Boards.

Didier is an innovation activist and “serial intrapreneur”, having founded and co-created multiple innovation platforms and initiatives.

In 2018, he has been appointed as Corporate UX & Design Transformation Lead for THALES.



Imran Younis
Head of Service Design & Research
Capgemini

International speaker with over 19 years' experience, operating at board level. Orchestrated digital transformation and change strategy's in highly regulated environments, cultivating digital ecosystems to deliver business value across the public and private sector to support organisation vision and mission. Helping clients and the C-suite gain a competitive advantage as they undertake their digital transformation. Implemented customer-oriented strategy to deliver seamless customer experience. Development and assisted organisations on digitalisation of their business models and value propositions, focusing on customer-centricity and data-driven design to achieve product/market fit.



Xavi Cortadellas
Gatorade Head of Design and Innovation
PepsiCo

Global Head of Design and Innovation for Gatorade, Xavi is in charge of defining the vision and development of Gatorade Innovation pipeline. Xavi leads also the Brand Design team creating the brand look across different consumer touch points.

Xavi was born in Barcelona where he earned a degree in Architecture. He has a strong sports performance and design background stemming from his 11 years of experience with Nike in Spain, Mexico and Brazil and his 8 years working at Gatorade.



Tim Loo
Executive Director of Strategy
Foolproof

Tim is the Executive Director of Strategy at Foolproof, one of Europe's largest specialist experience design agencies. He leads their Strategy & Planning practice, developing and deploying their experience strategy framework, roadmaps and measurement frameworks for some of world's biggest brands. As a UX strategist, he currently works with global brands such as Intercontinental Hotels Group, Shell, Lloyds Bank and Eli Lilly.

Tim is based in London and is a regular speaker on UX strategy in the US, Europe and Asia. He is particularly talented at creating energy, excitement, focus and alignment for design teams and their stakeholders about what they really need to deliver to their customers to create value.



Ferdy Gilsing
Associate Director Creative Consulting
BMW Group Designworks

Ferdy Gilsing works as Associate Director Creative Consulting at BMW Group subsidiary Designworks. As a seasoned design leader with over 15 years of experience in various roles across different industries and cultures. He is a strong advocate of elevating design within companies and organizations by anchoring it at company levels where business strategies are mapped out and brought to life.

At Designworks Ferdy is responsible for the Creative Transformation program which helps companies to be transformative in the digital age by maturing the role of design. In his former position at Philips, Ferdy led the design strategy portfolio and Cocreate program to position design at the core of the management structure.

Ferdy holds a Master's Degree in Design Management from the European Institute of Brand Management, specializing in the integration of design into business to improve performance. He was educated as an industrial design engineer at the University of The Hague, graduating in 2000 and previously worked for Mars Inc. as well as Philips.



Robin Wong
Principal Service Designer
BT

Robin is the Principal Service Designer within the BT Design Centre of Excellence and has 15+ years' experience of the digital, design and start-up worlds. He's lived by Human-Centred Design and Agile principles throughout his career to deliver ground-breaking and award-winning new digital services, experiences and platforms, for the likes of Google, the Science Museum, Youtube, BBC, and Mercedes-Benz. As well as having deep technical knowledge, he's also a serious data and growth analytics buff, serial entrepreneur (4 companies and counting now) and tech investor.



Imaad Mahuroof
Chief Digital Product Owner
Shell

Imaad is from London and started his career in Shell in 2009 as a graduate. He graduated from University of Bath with a BSc in Economics and International Development. He has a number of global and local roles in Shell in Retail and Global Commercial, all centred around the customer and digital.

Imaad is the Chief Product Owner for Shell Fleet Hub and the Shell Developer Portal, he has a team of product owners working in London. He has taken Shell Fleet Hub from strategy through to MVP and now launch in multiple markets. He is responsible alongside his team for the digital transformation of the tools and APIs for Fleet customers to use, as Shell Fleet solutions provides an increased number of services as part of being a mobility services provider.