

career summary:

Jan 16 - Present

. Design consultancy – Le Grice Automotive Design Ltd.

Nov 12- Nov 15

Chief Designer Jaguar Land Rover Design Research

. Foundation of a new JLR Design Research department and capacity

Building of new team of 40 people to deliver next Generation concepts and Technology as part of a wider company innovation strategy. Determining priority projects and new processes, defining new working practices and creative culture. Creation of models and communication materials to enable understanding of above and Inspire the wider Design and cross functional teams

. New Design Centre at NAIC Warwick University

Planning and architecture liaison on the creation of a new 1700 person capacity, state -of-the -art collaborative Design and Research centre. Including working on functional and decorative elements proposing new cutting edge technologies for design creation and modelling.

. Land Rover Brand and Design Strategy

Creation of a 2015 Brand and product Strategy that sets out the positioning and value statements for the latest portfolio of products and their relationship to Market Segmentation. Coding and documenting Design cues and features for all aspects of the design including Special Vehicles and lifestyle products. Involved 2D and animated content.

Sep 04 – Nov 12

Chief Designer Land Rover Advanced Design

. Land Rover *DC100 Showcars*
(Initial reveal Frankfurt 2011)

Project leader and chief designer for the two DC100 models, created to indicate the potential future direction for Defender type vehicle. Past concepts and product focus had concentrated on Range Rover products and it was considered timely to start the debate about Land Rover at a “fun “ and “functional” level. All theme work followed my original direction with detailing and interior created alongside by the wider team. Played a full part in launch activities and show support including later iterations of the cars which were seen in alternative colours and finishes.

. Land Rover *LRX and Range Rover Evoque*
(Detroit motor show Jan '08)

Led the Strategic and Concept investigation leading to the Land Rover LRX. This was done as part of a cross functional team area in co-ordination with Strategy and Sales and Marketing teams. As Design co-ordinator, my role was central in the project. It went beyond my own theme contribution, and my leadership of Design theme development for the Exterior.

career summary (cont.):

There were a number of examples of product innovation which were explicitly presented on the LRX Concept. Most importantly amongst these was the use of Polycarbonate glazing and Composite body panels, which had been the subject of a separate collaborative study with GE Plastics and Land Rover. This was an example of cutting edge engineering solutions applied to allow Design freedom and reflected my own promoting and belief in the technologies.

The LRX show-car was previewed at Detroit in Jan 2008 and was instantly recognised as a successful evocation of genuine Land Rover Brand values in a smaller and more dynamic package, and as a product which addressed the environmental issues facing the industry. The resultant production **Range Rover Evoque** has proved to be a "breakthrough" product for the Land Rover, helping to define a new market segment and contributing to the renaissance and prosperity of the overall JLR business.

• Future Land Rover Brand and Product Strategy

Prior to the above, my task had been to derive a Brand Strategy for Land Rover using techniques and skills practiced at Ingeni with J Mays. It was required by Ford US and had parallel activities from each of the Ford Brands. This work culminated in a full description of the future Brand Story, a marketing template and a full timeline/product development map. This included all vehicles rendered and animated to high level, demonstrating the future Design language/ product line-up and naming proposals.

The presentation assisted in the development of a coherent Brand evolution and the reduction in risk of Product substitution.

• Interior and Exterior future Design Strategy

Derived from the above a far more detailed template was created for internal use, making for a more specifically Product based Strategy. It identified technologies and nameplate specific Design/Technical solutions. It formed the basis of a guidebook or "Bible" for the enterprise, and was the initial output of the Advanced Design team. The presentation acted as the aiming point around which the company could align, as it moved from a position of renewal to re-invention.

Aug 02 - Sep 04

Chief Designer Land Rover, seconded to Ingeni, London (Ford's Advanced 'think tank' Studio)

• *Ford Faction* show car – Los Angeles motor show Jan '04

The brief for this vehicle came about during my time at Ingeni. My theme work formed the basis for the Exterior of the car, and it was my task to deliver the finished model to time and budget. As Project manager and Chief Designer it was down to me to co-ordinate the development of the vehicle both Interior (in collaboration with the Interior Design team) and Exterior. It was also our remit to design the communications materials, and the marketing story right down to the naming of the car.

career summary (cont.):

Despite a relatively minor billing at the Los Angeles motor show in 2003, the Faction was an influential product for Ford and marked the moment when downsized products could be considered as credible in the US market. It incidentally also instigated a Ford corporate SUV front-end, which was transposed onto a number of products in subsequent years.

Jul 00 - Aug 02

Senior Designer Land Rover

- *Range Rover Sport* initial theme contribution

Mar 92 - Jun 00

Designer Rover Group (Rover/MG/Land Rover/Mini) (involving close association with BMW 1995 to 2000).

- *Range Rover* exterior theme contribution
- *Rover 75* interior – 1999.

My contribution at a theme level led to a decision point that needed to both take account of Design quality and resolution, as well as be appropriate to the future Brand direction and its relationship to the parent company. The development of the theme to time and cost parameters led to a successful implementation and productionisation.

Though time was not ultimately kind, at launch the Rover 75 was judged a well considered and thoroughly resolved vehicle which demonstrated the clear direction that Rover was taking. The Interior Design was a good example of the "Gentleman's Sporting Saloon" and helped to strongly differentiate the product in the marketplace.

Spiritual 1 & 2 Mini show cars – Geneva 1997.

Our brief was for a car, no longer than the original Mini, but with all the safety, usability and functional requirements of a 21st century product. Working with a team of engineers we created a mid-engined vehicle with competitive interior space to cars a class up from its sector. We also created a larger 5-Door version with Mercedes S-Class interior space. Both were developed into full see-through models in an intensive period at Stola in Turin, Italy. Though these concepts eventually failed to win the support of the BMW board, they were shown at Geneva in 1996 as a lead into the final Product.

The Spiritual Products were a strong indicator of the vitality of Rover Design and Engineering. They were stand-out show-cars, still cited as highly influential, and certainly ahead of their time. Witness the Volkswagen "Up" and "Space-Up" Concept cars from the last two years.

- *Rover 200/25* interior & exterior – 1996

Contribution to theme development to point of theme decision. My theme, having been selected, was developed through to final surface release and on to production. I had a full contribution to theme development and productionisation process. My Interior theme was also selected and I played a full part in the maturation of the theme to production release.

career summary (cont.):

The Rover group created a successful product at relatively low investment. The vehicle hit sales targets and opened up a new segment for the Brand, whilst changing its image in a positive way.

Mar 88 - Feb 92

Designer Mercedes Benz Advanced Design

- *C112* show car interior
- *F100* concept car theme contribution
- *SLK* theme contribution

Sep 87 - Feb 88

Kick Design Product Design Consultancy, Eindhoven, Holland

EDUCATION:

Sep 83 - Jul 87

Coventry University

B.A.(Hons) 2:1 Industrial Design (Transportation)

Sep 79 - Jul 81

Harrow Weald Sixth Form College

3 'A' Levels

Sep 75 - Jul 79

Hatch End High School

10 'O' Levels

SKILLS:

Autodesk – Alias, Opticore/Showcase
Photoshop
PowerPoint
MS Office

LANGUAGES:

German - Proficient
French - Basic

INTERESTS:

Music, art, guitar, travel and culture