



Colin Burns is a designer, entrepreneur and educator.

He runs a one-man agency - *Martach Associates*, as a hub to a network of leading innovation professionals and consultants. He is a pioneer in Transformation Design, a methodology that harnesses user-led creativity to create new strategic business and social value.

Colin has spent most of his career working at IDEO – the international design and innovation consultancy, famous for its user-centred, interdisciplinary approach. During his 10 years at IDEO he worked in California and Germany, as well as the UK. He held posts during this time as IDEO's Global Head of Interaction Design and the Managing Director of IDEO London.

He is currently a director of several innovative businesses, including *Participle*, a new public service transformation agency with Hilary Cottam and Charles Leadbeater. Also *Haven Jetty*, an innovation environment solution in Padstow, Cornwall as well as a Perthshire-based fine-foods retail business.

Colin has worked globally for companies such as Vodafone, Prada, Procter & Gamble, Egg, British Airways, Nokia, the BBC and the Design Council.

He is Visiting Professor of Innovation Product Design at Dundee University.

He graduated as a B.Sc. in Industrial Design (Technology) from Napier University in 1985 and as an M.Des.(RCA) from the Royal College of Art in 1987.

Colin is 43 and lives in Pitlochry, Scotland, with his wife and two sons.