

**Skills:**

Strategic Design, Business Design, Innovation Management, Lean-agile change agent; Enterprise Architecture; Business Architecture, Lean Practitioner;

**Introduction:**

Craig is internationally recognized in his areas of expertise as both innovator and speaker. He has worked internationally within a tier-1 consulting firm, started several technology and services companies, and developed innovative service and product offerings for local and international clients.

He is also the creator and author of multiple courses within the disciplines

**Experience****DesignChain & TribalMind – Founder of start-ups (2013- Current)**

*DesignChain* offers design-led strategic planning services, helping organisations design and execute innovative and disruptive products, services and business models

*TribalMind* - an innovative digital platform built on the premise of an untapped and invisible economy of value exchange occurring between people, organizations and customers

- Offering a two-side marketplace to help organizations understand WHO is touching their business, and WHY
- The parties are brought together in a digital value exchange.
- Currently under development, prototyping with 1100 beta users.

**From Here On (formerly Enterprise Architects) (2009-2013)****Head of the Training:**

- Development and launch of EA training business at a global level
- Included development of unique IP, products and services
- Became a highly profitable entity within the EA business

**Head of the innovation:**

- Director of Products and Innovation
- Productised the services of the business
- Developed the methods, frameworks, techniques and services that contributed to Enterprise Architects being a major global player in the discipline of Business and Enterprise Architecture

**COO:**

- COO role in design and initiation of transformation to move Enterprise Architects to EA 2.0.
- Re-alignment of investment portfolio to productise high value services and position the business on a global market scale
- Organisational analysis and design
- Development of key efficiency programs; organisation performance model; and customer lifecycle processes
- Implementation of new financial reporting structures

**Chief Architect:**

- Throughout entire tenure at EA - held the Chief Architect role
- Development and realisation of the 5-year business strategy and global operating model
- Thought leader - advising clients; leading and guiding the market in architectural thinking
- Developed MOOC Open2Study courses, 36,000 students trained in this interactive course.

**SiloFx, Knotion, Osilio and Synap-c (2002 – 2009)****Founder of African start-ups**

- Serving the African and Middle East markets
- Specialised in business integration and architecture domains

**Accenture (1994 – 2002)**

- Consulting in the strategy and planning disciplines within the government, communications and high-tech market units.

**Key Projects & Achievements****DesignChain (2013 – Current)**

- Development of the innovation management capability at the World Bank group. Design coach for sprints across cross-border payments, land administration, palm oil provenance and carbon markets
- Development of enterprise-wide digital strategy for retail and commercial bank (ANZ)
- Development of insurance and wealth management operating model to align more directly to customer focused outcomes (AMP)
- Introduction of design thinking to improve operational efficiencies in product innovation and management cycle (NAB)
- Design of new online shopping & retail offerings; and innovate around disruptive ecosystem business models (Australia Post)
- Development of strategic design capability within Telstra along with Telco 2.0 operating model, capability based planning, innovation and experimentation capabilities.
- Uplift of the innovation management capability for World Bank to streamline innovation practices across the organization.

**From Here On (EA) (2009- 2013)**

- Developed world's first MOOC for enterprise architecture
- Led launch of **first** TOGAF 9 training product globally
- YouTube following of 300,000 views for online training videos
- NextGen banking platform project (NAB)
- Major transformation and investment planning (Australia Post)
- Financial transformation exercises looking at business value and capability planning
- Facilitation of the government interagency collaboration forum

**African Start-ups, S Africa (2002 – 2009)**

- Together with Accenture helped to sell & design re-development of the Resort and Casino Management solution (Sun International)
- Involved in the design, development, rollout and integration of SAP HR into Eskom (major utility provider in South Africa)
- Positioned the company as the incumbent provider of business integration services within Eskom
- Grew the SiloFx business to be a dominant player in business integration services (acquired by Business Connexion in 2007)
- Developed and advanced business design and architecture market providing a series of high impact organisational services
- Involved in privatisation and M&A activity of various government entities within the defence space
- Developed an innovative Artificial Intelligence software platform for solving complex non-deterministic problems
- Clients included SARS, Standard Bank, Sanlam, SITA, Nedbank

**Accenture, S Africa (1994 – 2002)**

- Head of strategy & architecture for South African Elections – 1998
- Design & development of one of the UK's first interactive television businesses (Cable and Wireless)
- Led Media & Entertainment efforts within Africa using "Pay-TV" media experience with business design focus