

## **ABOUT ME – long version**

Kathryn Best is an author, speaker and educator with more than twenty years experience in academic research, design consultancy and commercial architecture.

Kathryn offers foresight and insight on the power and value of design as an enabler of positive change in business and society. She works with individuals and organizations to catalyze more conscious, creative and transformative approaches to how we operate in the world today and how we can better embed universal values and beauty, balance and wellbeing, into business practice.

She is a Fellow of the RSA and occasionally runs a meet-up group in London called ‘the new enlightenment’ through GlobalNet21. Her books are read in dozens of countries throughout the world, significantly contributing to a new generation of graduates and thought leaders in design, innovation and management 3.0.

Kathryn has worked in Europe, Asia, and the Americas, coaching and inspiring students and professionals at universities, conferences and government organizations and cultural events. Her experience includes professional engagements with HOK, RTKL, WATG, Wolff Olins, Starbucks and Orange, lectureships in higher education institutions such as the Royal College of Art and Fachhochschule Salzburg, and a professorship in design management with Inholland University of Applied Sciences. She was formerly course director for the Masters courses in design management (design strategy, innovation and brand management, creative enterprise) at University for the Creative Arts at Farnham.

For nearly a decade, Kathryn has been consulting and public speaking in both emerging and established markets. She has worked with clients such as Hewlett-Packard, Booz Allen Hamilton, Kajima, MMoser, the Polish Patent Office and the Design Council, and with many education institutions including University College London, Universidade Positivo Curitiba and the Paul Merage School of Business, University of California at Irvine. She has spoken at design centers such as Shanghai and Gdynia Design Centers, and design events such as Clerkenwell Design Week, Barcelona Design Week and Tallinn Design Festival.

Kathryn holds degrees in architecture, computer-aided design and drawing as process from Heriot-Watt University, Strathclyde University and Kingston University. She is a member of the London Futurists, the Society of Authors (SoA) and the Chartered Institute of Management (CIM), a Fellow of the RSA and a frequent design awards jury panel member. Her books include: *Design Management: Managing Design Strategy, Process and Implementation* (Bloomsbury 2006 and 2015), *The Fundamentals of Design Management* (Bloomsbury 2010) and *What Can Design Bring to Strategy?* (Inholland).

## **ABOUT ME - short version**

Kathryn Best is a published author, creative entrepreneur, experienced educator and frequent speaker at conferences and design festivals internationally. She offers insight and foresight into the power of creativity and design to affect positive change in business and society. Her commissions come from academic, commercial and government organizations, often in connection to creative and cultural events. Kathryn works with individuals and organizations to catalyze more conscious, creative and transformative approaches to how we operate in the world today and how we embed universal values, balance, beauty and wellbeing into daily business practice. She is a Fellow of the RSA and occasionally runs a meet-up group in London called ‘the new enlightenment’ through GlobalNet21.

**[www.kathrynbest.com](http://www.kathrynbest.com)**