



Prepared by: Laura Abbey

Checked by: Chantelle Hewett

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## Principal - Design & Experience

Reports to: Creative Director  
Location: London

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### Summary

To be an industry recognised expert in a specialised area delivering outstanding work across Consumer, Medical, Industrial and Service industry customers and as a key PDD brand ambassador helping to develop the business with the participation in selective sales and marketing initiatives.

#### Allocation of time:

Consulting - Project Management/Review	70%
Developing the business and Service Development	20%
All other activities (HCD)	10%

### Key Responsibilities & Accountabilities

#### Project Management/Review

- Project managing design and experience programmes and project teams to deadlines and budget in a fast-paced consultancy environment
- Exercise strong commercial judgment throughout planning and delivery
- Delivering to client expectations in accordance with the PDD Quality system

#### Team Leadership and development

- Motivate, mentor, inspire and line manage team members
- Develop the skills and capabilities of individual team members and the team as a whole
- Recruit new permanent consultants and contractors together with Talent Management

#### Service Development

- Lead and manage the ongoing development of your Service in line with changing customer demands
- Align service development activities with sector planning to deliver new or enhanced consulting services that meet market needs
- Regularly communicate the capabilities available to promote higher awareness with other team members so business development activities and project delivery can be managed more effectively

#### Developing the business

- Identifying opportunity areas in the market with respect to geographies and sub sectors of industry that have an urgent requirement for our services
- Supporting the planning of campaigns with the lead generation team and Sector leaders and creating campaign content in conjunction with the marketing team
- Networking within professional bodies, academia & interest groups to identify new leads
- Pursuing and qualifying leads, taking meetings and turning leads into successful proposal opportunities
- Taking briefs, planning, costing and closing them
- Building successful client relationships and developing key accounts
- Raising PDD's profile through the creation of thought leading intelligence and active participation in its distribution through the publication of white papers, articles in newspapers and magazines, use of Social Media, public speaking engagements and panel discussions
- Conduct all Business Development activities as part of Sector teams and agree individual focus areas

### Additionally

- Continuing personal development against Personal Development Plans
- Meet with other company functions necessary to perform duties and aid business and organisational development

### Requirements

- Design degree
- 10+ years consultancy experience

### PDD

PDD is a design and innovation consultancy creating physical and digital products and experiences that drive our client businesses and delight their customers and users. We have been winning awards and serving our long-standing clients since 1980.

With studios in London, Hong Kong, Shanghai and Boston, and working in 6 continents, our experienced managers and talented researchers, designers and engineers help companies in the healthcare, consumer and industrial - commercial sectors to grow their businesses through innovation.

We ensure that product and experience solutions are successful by ensuring they are appealing to customers, are feasible and viable for clients to make and are responsible given regulation, society and the environment. Such success creates our future- and it's this sustainable 'win-all-round' business model that excites us- we call it 'Meaningful Innovation'.

We are committed to a workplace environment that promotes diversity across all our studios and this applies to the talent we hire, the customers we work with and the people we interact with on our projects. We offer competitive pay, a range of excellent benefits and opportunities for international travel. Working with us also opens up new networking opportunities and a chance to engage with colleagues at social events.

To apply for this position, please email [careers@pddinnovation.com](mailto:careers@pddinnovation.com) with a cover letter and your CV.

We look forward to hearing from you.

PDD Talent Management