



Curriculum Vitae

DR SAM BUCOLO

Design Innovation Research Centre
University of Technology Sydney

SUMMARY

Dr Sam Bucolo is a Professor of Design Innovation and co-founder of the Design Innovation Research centre at UTS. Sam's passion is to help Australian businesses grow and remain relevant through Design Led Innovation; while ensuring university programs evolve to match this structural industry shift. To achieve this he sits at the intersection of academia and industry and leverages his extensive network to drive change through a design lens.

Sam was one of the original founders of the term Design Led Innovation, based on his work in getting firms to shift their focus from a technology to a customer centric innovation model. He has collaborated widely with a range of industry partners and he has led many government and industry initiatives on embedding design led innovation within organisations and sectors. He has held several senior positions within Universities, research centres and has been a former entrepreneur. He currently heads the Australian Design Integration Network and is the elected Australian board member for Cumulus, which represents over 200 art, design and media universities in 48 countries.

"The focus of innovation in Australia is shifting to match the economic uncertainty the Nation faces. It's no longer just about technology or developing or improving a specific product or service. Rather than incremental shifts, it's needs to be about adopting a radical shift in mindset - it's about putting design and creativity at the centre of strategy, the customer at the centre of what you do, and completely redesigning your business model to match. Good design should be the foundation which underpins a prosperous national economy." Professor Sam Bucolo.

LEADERSHIP CAPABILITIES

- Creative
- Interdisciplinary
- Strategic thinker and connector
- Empathetic and purposeful
- Disruptor and change catalyst
- Impact Driven
- Comfortable with uncertainty, ambiguity and complexity
- Empowers others to grow through mentoring (CEO, Senior Executive and Academic Staff)
- Focuses on research excellence, teaching excellence and innovation impact

QUALIFICATIONS & ASSOCIATIONS

- **PhD**, Queensland University of Technology, Humanities Program
Field of Study: The role of physical and virtual prototyping to frame decision making in design.
- **Master of Applied Science**, Research and Thesis, Queensland University of Technology (APA and Industry Scholarship)
Field of Study: Application of Design Thinking within a medical research environment, paediatric gastroenterology to frame the requirements of a novel medical device.
- **Graduate Diploma in Industrial Design**, Queensland University of Technology
- **Bachelor of Applied Science (Industrial Design)**, Queensland University of Technology

PROFESSIONAL WORK EXPERIENCE

Current Position

2013 +

Professor Design and Innovation
Co-Director Design Innovation Research Centre
University of Technology Sydney

An industry and applied research leadership position which aims to transform Australian business through embedded practice and Design Led Innovation.

To build theory through a trans-disciplinary research approach, which demonstrates the value of Design Led Innovation. The research will identify the barriers to adoption and the strategies to overcome them to achieve maximum impact through Design led Innovation.

To provide HDR students with the necessary knowledge and industry expertise to address the capability gaps of Australian businesses to innovate within changing economic conditions through Design Led Innovation

2012 - 2013

Invited Appointment
Inaugural QMI Solution / QUT Chair and Professor Design and Innovation
Establishment of a Design Led Innovation Program for SME's
Establishment of a Master of Design - Researcher in Business Program
Integrating activities across 3 Faculties, Institute and DVC(R) portfolio

2009 - 2011

Associate Professor in Industrial Design
QUT / QMI Collaboration
QLD State Government (DEEDI) - Ulysses Program Team Leader
Director of External Relations - Professional Services, Faculty of BEE
Invited Academic - Milano Polytechnic MDS Program
Program Lead - Ulysses Design Integration Pilot (QLD Gov)

- 2008 - 2009 **CTO Diversionsary Therapy Technologies**
 Successful transferred IP generated within ACID (CRC) to a private company. I was part of the senior executive team responsible for raising investment capital, the development of the product platform, clinical trials and business model design.
- 2003 - 2008 **R&D Director CRC for Interaction Design (ACID)**
 Oversight and review of Industry led research programs
 Establishment and Leadership of Commercialisation Program
 Board Reporting (Chair Terry Cutler) and Annual Strategic Planning
 Line Management, PhD Supervision and Stakeholder management
- 2000+ **Consultancy, Contract Research and Short Term Industry Engagement**
 BMW Germany - Internships and Design Led Innovation
 Nokia - Interaction Design lead
 Philips - Medical Design Visioning and Strategy
 Cochlear - Interaction Design Lead and Strategy
 ResMed - Interaction Design Lead
 Ulysses - Design Integration

EXTERNAL BOARDS, APPOINTMENTS AND ASSOCIATIONS

- 2015+ International Editorial Board
 She Ji: The Journal of Design, Economics, and Innovation
- 2015+ Member Australian Institute of Commercial Directors (MAICD)
- 2015+ Judge Good Design Australia - Business Model Category
- 2015+ National Export Awards Reviewer
- 2013+ Board Advisor RSL Care
- 2014+ Chair Australian Design Integration Network
- 2013+ Executive Board Member - Representing Australia
 Cumulus International Association of Universities and Colleges of Art, Design and Media
- 2011+ Elected Fellow of the Design Institute of Australia (FDIA)

RESEARCH, SCHOLARSHIP AND OTHER CREATIVE ACTIVITY

During the past 15 years, my research, scholarship and creative practice has focused on developing a better understanding of the relationship between design, innovation, organisations and social impact. This work has spanned several industry sectors, programs and projects. Project funding for my work has totalled in excess of \$10million consisting of government grants, industry funded activities, contract research and consultancy.

SELECTED RESEARCH PROJECTS AND FUNDING SOURCES

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| 2015 | Design Led Innovation Deep Dive
<i>Industry funding:</i> Aurecon and Royal Automotive Association of South Australia |
| 2015 | SME Solutions Program Review
<i>Grant Body:</i> FIAL (Food Innovation Australia) |
| 2014 | Design Thinking for Export Competitiveness Hub
<i>Grant Body:</i> META (Manufacturing Excellence Taskforce of Australia) |
| 2014 | Customer Led Innovation in SA Manufacturing SME's
<i>Grant Body:</i> DMITRE South Australian Government |
| 2014 | Capturing the Value of Science and Technology
<i>Grant Body:</i> Manufacturing Flagship, CSIRO |
| 2013 | Design for Manufacturing Competitiveness
<i>Grant Body:</i> Commonwealth Government of Australia |
| 2013 | Business Innovation Framework for Engagement and Deployment
<i>Grant Body:</i> AutoCRC |
| 2013 | Achieving High Value for Wine Businesses in McLaren Vale
<i>Grant Body:</i> Australian Wine and Research Institute |
| 2013 | Building Design Competencies in SME's
<i>Grant Body:</i> DMITRE South Australian Government |
| 2013 + | Design Led Innovation - Industry Intervention (Action Research Program)
<i>Grant Body:</i> Various Corporate Industry Partners - Commercial in Confidence |
| 2012 | Embedding Design Led Innovation in Australian Business - 6 x 12 month studies
<i>Grant Body:</i> Enterprise Connect, Australian Commonwealth Government + Industry Matching and direct industry funding |
| 2012 | Ulysses - Design Led Innovation
<i>Grant Body:</i> QMI Solutions |

SELECTED PUBLICATIONS

REPORTS AND MEDIA

How to Harness the Power of Design Thinking - AFR Boss June 2015

<http://www.afr.com/brand/boss/how-to-harness-the-power-of-design-thinking-20150611-ggx6s8>

Design for Manufacturing Competitiveness -

<http://newsroom.uts.edu.au/news/2014/06/designing-manufacturing-firms-be-more-competitive>

Australian Industry Must Shift Its Narrow Approach to Innovation -

<https://theconversation.com/australian-industry-must-shift-its-narrow-approach-to-innovation-32951>

Furthering Education Special Report - QANTAS

<http://travelinsider.qantas.com.au/australia/other/things-to-do/further-education-special-report>

META Design Thinking for Export Competitiveness Industry Roundtable -

<https://www.uts.edu.au/about/uts-business-school/news/round-table-urges-government-support-design-led-innovation>

Manufacturing 2030: The New Horizon - Design Led Innovation Underpinning a Future

Manufacturing Workforce

<http://www.mskills.com.au/DownloadManager/downloads/Manufacturing%202030%20Symposium%20Stimulus.pdf> (p25)

What is Design Thinking - ABC The Business -<http://www.abc.net.au/news/2013-06-24/design-the-latest-buzz-word-in-the-financial-sector/4777254>

BOOKS AND BOOK CHAPTERS

Bucolo, Sam (2015) *Are We There Yet: Insight into how to lead by design*, BIS Publishers (in print)

Bucolo, S., Wrigley, C., and Gloet M., (2015) *Creativity and design for Innovation* (chapter), in *Innovation and Entrepreneurship*, D. Samson and M. Gloet, Oxford University Press, Melbourne, (in print)

Bucolo, Sam & Wrigley, Cara (2014) *Design-led innovation : overcoming challenges to designing competitiveness to succeed in high cost environments*. In Roos, Gooran & Kennedy, Narelle (Eds.) *Global Perspectives on Achieving Success in High and Low Cost Operating Environments*. IGI Global , pp. 241-251.

Bucolo, Sam & Wrigley, Cara (2013) *Design led innovation as a means to sustain social innovation enterprises*. In Faust, Jurgen (Ed.) *Business Design Conference - a discursive summary*. CreateSpace Independent Publishing Platform , United States of America, pp. 170-171.

Bucolo, Sam., Wrigley, Cara., Matthews, Judy H., & Johnson, Dean (2013) *Designing Innovative Business Models : A Design Catalyst Learning Resource*. Queensland University of Technology, Brisbane, QLD.

Brunswicker, Sabine, Wrigley, Cara, & Bucolo, Sam (2013) *Business model experimentation: what is the role of design-led prototyping in developing novel business models?* In Curley, Martin & Formica, Piero (Eds.) *The Experimental Nature of New Venture Creation : Capitalizing on Open Innovation 2.0*. Springer, Switzerland, pp. 139-153.

JOURNALS AND CONFERENCES

Bucolo, Sam, Wrigley, Cara, & Matthews, Judy H. (2012) Gaps in organizational leadership : linking strategic and operational activities through design-led propositions. *Design Management Journal*, 7(1), pp. 18-28.

Matthews, Judy H. & Bucolo, Sam (2012) Generating new economic activity through design. In 2012 Babson College Entrepreneurial Research Conference, 6 - 9 July, 2012, Fort Worth, Texas

Bucolo, Sam & Matthews, Judy H. (2011) A conceptual model to link deep customer insights to growth opportunities and organisational strategy in SME's as part of a design led transformation journey. In *Design Management Toward A New Era of Innovation*, Hong Kong Convention and Exhibition Center, Hong Kong.

Matthews, JH, Bucolo, S, & Wrigley, C (2011) Multiple perspectives of design thinking in business education. In Cai, J., Liu, J., Tong, G., & Ip, A. (Eds.) *Design Management Towards a New Era of Innovation*, Tsinghua - DMI, Hong Kong, pp. 302-311.

SELECTED KEY NOTE AND INVITED PRESENTATIONS

From Research and Development to Entrepreneurship and Design - New Models of Collaboration to Shape A Better Society

International Design Congress (IDC)
Seoul, Korea

Designing Disruptive Business Models

Senior Managers Australian Automotive Association National Conference
Adelaide 2015

Design-led thinking to transform your business

PMA Fresh Connection National Conference
Melbourne 2015

Becoming Design Led – Learning from Others

Desig2Innovation Conference
Kolding Denmark 2014

What does Good Look Like

Design as Strategy Forum Good Design Australia
Sydney Australia 2014

Designing National Competitiveness

Tongji University Emerging Practices Conference
Shanghai, China 2014

New Ways of Doing Business

Australian Wine and Grape Association National Conference
Adelaide, Australia 2014

Driving Industry competitiveness through Design Led Innovation

Tipping Point Conference
Hong Kong, 2013

INTELLECTUAL PROPERTY

International Patent Application PCTAU2006001531
Diversionary Therapy Apparatus and Methods (PCT Patent Application)

Australian Registered Design AU Design 14692 / 3 -06
Diversionary Therapy - Display Device

Australian Registered Design AU Design 14784-04
A Hand Gesture Recognition Device

AWARDS

- 2015 **Object Australian Design Honours**
Recognition as a Leader in Australian Design for my contribution to raising the awareness and value of Design Thinking for competitiveness
- 2012 **Hargraves Membership Award**
In recognition of my significant contribution to members for the Design Fellowship program nominated by Cochlear, Cerebos, ResMed and NRMA.
- 2007 **QUT Vice Chancellor Awards for Excellence**
Nominated for Excellence in Research and Industry Engagement
- 2006 **B-Hert Awards**
Diversionary Therapy Project
Honourable Mention for Outstanding Achievement in Collaboration in Research Development, Education and Training
- 2001 **QUT Distinguished Teaching Award and QUT Nomination for the Australian Awards for University Teaching**, following my teaching awards in 1999 for Innovation in Built Environment and Engineering Education and 1997 Overall QUT Best Lecturer, QUT, Student Guild Awards.