

Synergy EPP Delivery Team

Toby Scott: *Innovation*



Toby was founding director of the Centre for Design Innovation (www.designinnovation.ie), the first body to support the use of design within companies in Ireland. Previously he was a Director of the Design Council in the UK (www.designcouncil.org.uk) where he played a key role in placing design on the agenda of Government and business as a means of generating competitive advantage. Most recently, Toby has been advising the city of Bologna on how best to support innovation amongst SMEs and is helping to establish a Centre for Design Innovation in Scotland. Toby is now taking the learning from these roles and applying them through an international business school that places design-thinking at the heart of business success (www.pentaclethevbs.com). He is passionate about innovation within small and medium sized companies and helps develop concrete ideas that are affordable and work in practice. In an earlier life he has been a theatre director, truck driver and wine taster.