

Mr John Mathers
Hon LLD (3pm)

Mr John Mathers is currently CEO of the Design Council, an independent charity established in 1944 to champion excellence in design. It aims to use design to stimulate business growth, helping to transform our public services and enhancing places and cities to ensure a sustainable future for everyone.

John has been involved in the brand and design industry for over 30 years, leading a number of marketing, brand and design consultancies in the UK and internationally, as well as working in a number of roles within the FMCG (fast-moving consumer goods) and retail sectors. This has included Head of Brand at Safeway, CEO at the Holmes & Marchant group, and ten years leading the Brand Union, WPP's flagship brand design agency.

Over the last ten years, he has been actively committed to the development of the design industry, serving as President of the DBA (Design Business Association) for three years. He has promoted design recently with Design Council and the design community through involvement with BEDA (Bureau of European Design Associations), the Creative Industries Council, the University of Warwick's own Warwick Commission, Creative and Cultural Skills, the National Centre for Universities and Business and the Knowledge Transfer Network.

At the Design Council he is particularly proud of winning the leadership of *Design For Europe*, an opportunity to show the Design Council's significant contribution to design within the European community to a worldwide audience.

233wds

Orator: **Sir George Cox**
Pro-Chancellor