



## New Creative Director for PDD

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London based innovation consultancy PDD is pleased to announce the promotion of Jamie Buckley. Previously Principal - Industrial Design at the award winning consultancy, Jamie Buckley now joins the Board as the company's Creative Director.

An award-winning designer, Jamie has worked across a wide range of market sectors, including transportation, healthcare, FMCG, domestic goods and consumer electronics. He works closely with PDD trends and human factors specialists, and has become an industry leader in user centred design, creating commercially successful products for clients around the world. In his new role Jamie will continue to apply his high level creative and project management skills whilst being involved with the strategic development of the company.

"I am delighted to become the Creative Director of PDD," comments Jamie Buckley. It's an exciting opportunity to strengthen and develop PDD's integrated approach further. I look forward to working closely with all aspects of the business developing new strategic services and techniques to make sure we continue to provide a unique offer to our clients."

Karsten Fischer, MD adds: "This appointment is very exciting for the company. We are delighted that Jamie has accepted the position, as it recognises his leadership over the past few years. He has already proved his creative abilities on numerous projects. With his thorough understanding of all aspects of the product innovation process from strategy, insight, industrial design to implementation our clients can only benefit from having him as our new Creative Director."

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For any further press information please contact

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### **About PDD Group Ltd**

Founded in 1980, and based in London, PDD provides integrated design and innovation skills and works with organisations worldwide to develop novel products, services and business processes that drive revenues and create competitive advantage.

PDD targets markets that are undergoing rapid change, for example, those affected by the shift from mature to emerging markets, rapid technological change, climate & environmental issues and demographic changes.

PDD is an award winning agency, collecting eight awards in the last 12 months, and is certified to ISO 13485 medical quality assurance certification and quality assured to ISO 9001.

PDD clients in 24 countries include Orange, LG, Bristol-Myers Squibb, Nestle, Belron, Ford, Gillette, Samsung, Vocollect and Merck Serono.

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