



Caroline A. A. Meads

Caroline Meads is currently the Global Brand Design Manager for Holcim, based in Zurich, Switzerland. Holcim is one of the world's leading suppliers in cement, concrete and aggregates based in over seventy countries.

Meads began her career after graduating from the Elam School of Fine Arts, University of Auckland, 1991 with a Bachelor of Fine Arts in product and graphic design. In 1992 was the finalist for the product design category in the New Zealand Best Design Awards. In 1994 was winner of the James River New Zealand Graphic Design Award. In 2001, Meads moved into brand strategy and design management, working for Brian R Richards Ltd (New Zealand's most renowned brand strategist) responsible for re-branding Holcim in New Zealand and then Indonesia. During this time, 2003 Meads was awarded a Bright Futures Scholarship from the Foundation of Research, Science and Technology to research the concept of 'brand' in business value creation. Subsequently published, with Pradeep Sharma a case study on 'Pacific Aerospace Corporation: Looking Back to Look Forward' 2005 for the International Conference on Case Study Teaching and Learning: Best Case Scenarios, University of Auckland Business School. Meads was appointed in 2005 to work for Holcim, based at Head Office, Switzerland. In 2007 Meads graduated from Unitec New Zealand with a Master of Design Management (First Class Honors).



Pradeep Sharma

Pradeep Sharma is currently Head of Art & Design at the University of Glamorgan in the United Kingdom. He has been consulting, researching and teaching creativity, innovation and design management for many years. He works with companies to develop design strategies and cultures of innovation.

Pradeep started life in semi-conductor physics sponsored by British Telecom through Cambridge University. After working in telecommunications consultancy he ended up getting the design bug. After completing a masters degree in industrial design he worked as a consultant for many UK based companies, designing and commercializing products before moving to New Zealand to set up an innovation group at Massey University. He then moved to Unitec New Zealand to set up a masters degree in design, strategy and innovation. He also worked in design in business for both universities and industries. Pradeep has worked with the industry groups and is co-director of design and management consultancy Centre for Strategic Design. Now based in the UK Pradeep continues his research, consultancy and teaching work in design in business.