

Paul Hobcraft **Consultant** **Founder- HOCA**

Nationality: Dual British & Swiss

Qualifications

MBA – Henley Management, UK

Core expertise relating to innovation

- Strategic innovation alignment
- International growth evaluations
- Innovation tool creation & delivery
- Developing customer-based strategies based on new approaches
- generating business renewal through innovation techniques and methods
- team development through workshops, coaching and consulting
- Constructing and explaining the necessary aspects for successful innovation

Role – Facilitator & Speaker



Details of experience, including brief employment history

Paul Hobcraft has been in business consulting since 1999 where he has been working across a broad range of organisations on strategic and topical issues relating to the emerging areas of organisational need. This includes innovation, intellectual capital, knowledge management, and relationship management. Previously he had been managing at corporate and country level MNC's in different parts of the world, working in the UK, the Netherlands, Malaysia, Singapore, Switzerland, Sweden, USA, Kenya, Saudi Arabia, Hong Kong and Australia. Based in Singapore since 1996.

Paul's background has mainly been in MNC's in consumer marketing, business-to-business services and the logistic industry. He has a marketing, sales, operational and business process expertise, leading some sizable global initiatives in technology, process and start-ups at both corporate, regional and operational level . Paul has held different management positions with Spillers Foods (now Nestle), CPC International (now Unilever Bestfoods), Oetker International and TNT Express Worldwide.

His relevant background for innovation includes a number of different perspectives and experiences: Paul has worked as a consultant and coach with different teams on their unique innovation challenges, more recently in Thailand with some large local companies wishing to build their understanding of the comprehensive nature of innovation.

He does works with a number of larger consulting companies on specific innovation challenges as a outsource specialist that have covered "adaptive enterprises", "game plan delivery platforms" & "problem solving" around innovation activities

He contributed to a study conducted on innovation in association with the Singapore Civil Service and the Prime Ministers office (PS21). This was as their "Innovation Subject Matter Expert" working with the team undertaking a thorough review of innovation in Singapore's Public Service for extracting and evaluating best practice and proposing ways forward.

Supported the internal changes that were needed for the formation of a Regional Sales Training Group initially on a very unique platform of innovative training, within one of the largest Global FMCG's. Provided advice on constructing the strategic framework, the approach to measures, performance and the need to build relationships and identification with much of this innovative programme

He is a ongoing judge for the Thunderbird Global MBA challenge on Sustainable Innovation evaluating new concepts and innovations for different sponsors and recently been invited onto the judging panel for the Darden School of Business, University of Virginia;s Innovation Challenge Process for Master Students presently involving 400 teams across the global.

He constructed a research project within Singapore Private companies on the crucial factors that required linkage for innovation and often uses this as part of the approach for managing innovation

He write occasional articles on the subject of innovation within a number of different innovation networks on the evolving practice of innovation and written innovation concept papers for Spring, EDB, the MOE.

Managed numerous workshops with organizations to facilitate the changes and work with the individual senior personnel , Gave the key note address at the Civil service Conference "Innovation Expedition 2004".