

Exploring the regional triple helix through design knowledge exchange

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Biography

For over 13 years, Kathryn Burns has led a number of publicly funded projects based in Birmingham Institute of Art and Design, Birmingham City University. A primary aim of the projects is to help small and medium sized enterprises to improve innovation and economic performance through the strategic use of design, product development and marketing. This has involved working with over 500 companies and using various project models to develop mechanisms for design knowledge transfer, exchange and capture. Key to the success of this work has been the development of services that are relevant to company needs as well as building the confidence and capacity for change.

Prior to joining the University, Kathryn spent 15 years in industry, primarily in manufacturing companies ranging from SMEs to multinationals, and encompassing roles in software engineering; project management; product management and marketing. Kathryn has a BSc and MPhil in Chemical Engineering from the University of Leeds and a Master in Business Administration from the University of Bradford.