Rob Kerner

Partner, Strategy, Innovation & Governance

rob.kerner@digitalworksgroup.com

+ 44 (0)7823 492922

https://www.linkedin.com/in/robkerner/

Rob has had a unique career, which spans industries, functions and cultures that bring outside-in thinking to ensure that innovations actually get delivered.

In his first career, he was an F-14 fighter pilot for the US Navy. Besides providing him with countless incredible life experiences, it equipped him with the skills to work in ambiguous, unpredictable, and stressful situations. Perfect skills for the Strategy & Innovation space. After the Navy, he worked in business in both large corporates (John Deere, HP, RBS) in finance, strategy, and innovation roles, as well as holding various roles in over 10 start-up organisations including managing director.

Key Achievements include:

- ✓ Created a new role and built an innovation team in RBS Personal & Business Banking. Managed the digital portfolio, drove new technologies and created a sustainable innovation process to speed up decisions to delivery, working with the Exco
- ✓ Designed and built a new digital banking proposition focused on providing real value to the 'underbanked' while reducing the cost to serve. Led an RBS team of 10 from economics, sustainability, HR, IT, customer experience and risk to define proposition
- ✓ Built the US product launch strategy for a Spanish sparkling wine producer, including customer segmentation, pricing, distribution and marketing strategy. Heeding the recommendation, the client decided not to launch in the US, saving a $2,000,000 investment

Rob specialises in:

- Strategy Implementation
- Innovation Team Design
- Growth and Business Models
- Innovation Tech Transfer
- Organisational Design
- Digital Strategy

He can help you with:

- Strategy Implementation – ensuring that the strategy is properly delivered across the organisation, risks are mitigated, and opportunities are realised
- Team Structure – supporting clients with the proper team design in the Strategy & Innovation teams to deliver meaningful results
- Digital Strategy – creating the right blend of innovative technology and legacy systems to ensure the organisation is driving forward while not breaking
- Growth Strategy – Building a dynamic strategy that links the vision with the delivery to spot opportunities for growth in the market