



Paul Sykes

Paul Sykes is a leading consultant in the field of 'branding, marketing, creativity and design innovation'. He is also a specialist in the area of "Customer experience design". He helps many types of businesses use design and creativity at a strategic and operational level to increase performance and profitability.

Born in Yorkshire, England, Paul went on to study design and marketing, and after graduating with a First Class Hons degree, he went on to win a prestigious post graduate scholarship. Upon completing his scholarship Paul went on to win The UK Deloitte National Innovation for Business Award. Paul also held two Product Patents, for industrial innovations.

Paul has worked in branding, design and marketing roles in various organizations over the years, both on the client side, and on the consultancy side. Paul developed award winning programmes in the UK for example, whilst working at the UK Design Council. These programmes touched 3000 businesses over 10 years, and he got a special commendation for his work from the Prime Minister.

Over the past 20 years, Paul has worked in multinational corporations and in branding, design and business consulting in London, Milan, Sydney, Stockholm, Jakarta, Kuala Lumpur, Shanghai and Singapore. Paul is also a CIM qualified Marketer, and has held positions as a Marketing Director.

Paul has delivered training courses to business professionals in over 10 countries. In Singapore he has delivered courses to staff at Singapore Customs, Ngee Ann Polytechnic, BCA, Citibank, Moët Hennessy, Pernod Ricard, Ernst & Young, Nestlé, Far East, Diageo, Singapore Design Council, City Developments, Estetica, Boncafe, HMI Medical, Singapore Healthcare Innovation Forum, Changi Airport Group, HSL Construction, At-Sunrice Global Chef Academy and Standard Chartered.

Paul has a fun, insightful style of presenting workshops and seminars, and though he uses many tried and tested detailed tools and methods, much of his workshops are delivered through sharing of personal client engagements and personal work experiences, which provide rich, interesting content, through vibrant storytelling and case studies, gathered over the past 20 years.