



**Jamie O'Hare, Product Manager, Granta Design**

Jamie O'Hare is the Product Manager for Eco Design at Granta Design where he is responsible for the development of Granta's 'Eco Audit' environmental assessment software. Prior to this, Jamie completed an industry-based PhD on the topic of eco-innovation tools for the early stages of product development. This research led to the development of a range of workshop-based tools for eco-innovation and explored the difficulties of embedding such tools within the product development process. Jamie has a background in mechanical engineering and also has expertise in environmental legislation having spent time with Environ UK advising corporate clients on their exposure to the RoHS and WEEE Directives.