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Barry has 27 years' experience working in design and product development with brands and organisations across 25+ countries. During 2014 and 2015, he carried out extensive research into design's role in the circular economy whilst working as a Schmidt MacArthur Fellow with Cranfield University and the Ellen MacArthur Foundation. Barry holds an MDes in Design and Innovation for Sustainability from Cranfield University and is a fellow of the RSA (The Royal Society for the encouragement of Arts, Manufactures and Commerce).

Currently working as Knowledge Transfer Manager for Design at the Knowledge Transfer Network, Barry promotes strategic design as an essential ingredient for UK innovators to successfully bridge from concept to commercialisation.