

## MEET THE SPEAKERS – page 2 of 3



**Francine Bennett**  
Mastodon C  
@fhr  
@mastodonc

Co-Founder and CEO, Mastodon C.

Mastodon C help businesses make the most of their data (and the open data increasingly available) using zero carbon infrastructure.

A recent project, Prescribing Analytics, showed the NHS how to save £200m by changing procurement of just one type of drug. This was conducted in partnership with the NHS, the Open Data Institute founded by Sir Tim Berners-Lee, and Ben Goldacre (“Bad Science” columnist for the Guardian).

Francine was previously a Senior Financial Analyst at Google and Director of Ask.com's European business operations.

Her passion: “Big data done better. We can crunch data, improve businesses and build a bright green future using only zero carbon data centres.”

**Links** Zero carbon data centres: [http://bit.ly/MastC\\_susty](http://bit.ly/MastC_susty)  
Prescribing Analytics: [http://bit.ly/Prescr\\_Analy](http://bit.ly/Prescr_Analy)



**Nathan**  
Waterhouse  
IDEO  
@\_natw  
@OpenIDEO

Co-Founder and Co-Lead, OpenIDEO.

Nathan’s background is Organisation Design & Interaction Design. He co-founded OpenIDEO, the open innovation platform by the world-renowned design and innovation consultancy IDEO. OpenIDEO’s challenges collect the best examples of businesses, societies, communities etc working in novel ways to create added value for both their employees and their end users. Typically bold, OpenIDEO challenges include:

- How can we manage e-waste & discarded electronics to safeguard human health & protect our environment?
- How might we identify and celebrate businesses that innovate for world benefit – and inspire other companies to do the same?
- How might we revitalize struggling cities and regions like Detroit?

Nathan says: “Organisations should always be looking to their offer, how it needs to change to remain competitive, and designing their organisation to optimally deliver that offer. Whether your purpose is to make new gadgets or provide clean water, organisation design is a fundamentally vital asset.”

**Links** OpenIDEO e-waste challenge: [http://bit.ly/eWaste\\_OI](http://bit.ly/eWaste_OI)  
Organisation Design blog: [http://bit.ly/NatW\\_design](http://bit.ly/NatW_design)