



Clive Grinyer

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Clive Grinyer is director of Customer Experience in the Europe and Emerging Markets Innovations Team of the Cisco Internet Business Solutions Group (IBSG). He is responsible for developing thought leadership in customer experience and working with IBSG's clients to develop future visions that enhance customer satisfaction.

Grinyer joined Cisco from Orange France Telecom, where he was director of Customer Experience and of Design. He created a Design and Usability team to develop user interface and customer experience across fixed line, mobile, internet and TV. He worked in Paris at the France Telecom ExploCentre exploring the next range of converged products and services and returned to London to develop a range of Orange mobile and wi-fi products. Prior to Orange, Grinyer held senior design management roles in consultancy and corporate design. He has worked for innovation consultancy IDEO in the US and UK, was European head of product design for Fitch and founder of design company Tangerine.

As director of Design for Samsung he set up the award winning European design team in London, and was head of design for TAG McLaren Audio, a collaboration of the watch and Formula 1 racing brands.

Grinyer is a passionate advocate of customer experience and of design, methodologies, he writes and speaks at conferences on design, innovation and technology, and is the author of the book "Smart Design".

Clive graduated from Central St Martins School of Art and Design in London with a BA in Industrial design (Engineering).



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