

# Synthesys STRATEGIC CONSULTING

## Professional Biography

### Hardin Tibbs

Hardin Tibbs specializes in future-focused strategy formulation. He helps clients research and interpret new and emerging situations, frame strategies, renew business models and position for future change.

His consulting clients include major companies, government agencies, and non-profit organizations in the United States, Europe, Australia and South-East Asia, with engagements on such wide ranging topics as hybrid automotive technology for Nissan, the future of software for CSC, the future of education for the Open University, and the evolution of cyberpower for the UK government.

In the 1980s he was a consultant in technology development and product design at Arthur D. Little Inc in Cambridge, Massachusetts. In the early 1990s he joined Global Business Network (GBN) in California as a futurist and scenario planning consultant. In the late 1990s he moved to Australia, where he established a scenario-based futures consulting practice in association with GBN. In the early 2000s, he relocated back to the UK, where he is currently CEO of Synthesys Strategic Consulting.

Hardin is a skilled strategic analyst and strategy process facilitator, and he researches, writes and presents on future-oriented topics. In addition to his strategy work, Hardin is skilled in concept development for innovation and product design, and has made significant contributions related to technology and environment, including the definition of corporate sustainability and the early development of the industrial ecology concept.

Hardin teaches part-time at various business schools including the University of Cambridge Judge Business School, and he helped develop the executive education scenarios programme at the Saïd Business School, Oxford University. He is a member of the Association of Professional Futurists (APF), and a Fellow of the Royal Society for the encouragement of Arts, Manufactures & Commerce (RSA) in London, UK.

He has an MSc in Management and a BA Degree in Industrial Design Engineering.

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