

Richard Stevenson - Bsc (Hons), MA

Managing Director: Cognitus Ltd

Richard Stevenson is an experienced international executive director, business development director and strategy consultant, with extensive experience of complex negotiations, strategy and valuation in a wide range of industries.

Summary

Richard founded Cognitus Ltd in 1992 and has developed the company as a leading independent firm specialising in practical systemic methods to support business strategy.

In particular, Richard has pioneered the application of system dynamics simulation to support value-based strategy in a range of capital industries including energy, steel, utilities, pharmaceuticals and healthcare.

Prior to 1992 Richard was an executive director of several blue-chip UK and overseas companies, specialising in strategy, business development and industrial marketing.



Business experience and technical skills

- International executive director
- M&A negotiation and due diligence
- Business development – established successful businesses from scratch
- Over 25 years strategy consulting in capital industries
- Internationally recognised, world class *system dynamics* practitioner
- Unique experience applying system dynamics to long term business valuation
- Excellent communication and facilitation and training skills

1992-date Cognitus Ltd – Managing Director/ Principal Consultant

Richard established Cognitus as a recognised international leader in simulation-supported strategy. Cognitus markets simulation software, management training and strategy simulation consulting services to a wide range of blue-chip companies.

Major blue-chip consultancy clients have included (inter alia):

BP Exploration	Glaxo Smith Kline	Thames Water	AWE Aldermaston
Marathon Oil	Astra Zeneca	Scottish Power	Huntsman Tioxide
BT	Akso Nobel	Transco	Motorola
British Aerospace	Syngenta	National Power	NHS

Examples of successful strategy projects led by Richard Stevenson

- **Oilfield life-cycle simulation** for BP helped add £500 million to long-term field value
- **R&D and product life-cycle simulation** for Akso Nobel supported \$12 billion divestment
- **Asset life-cycle simulation** for Scottish Power supported regulatory negotiation
- **Supply chain simulations** for Syngenta helped cut \$millions of excess costs
- **Patient pathway simulations** for NHS increased throughput and reduced waiting lists

More client information and more detailed case examples of projects conducted for blue chip clients are provided at <http://www.cognitus.co.uk/>

System dynamics and strategy application training programmes

Richard has led the development of world-class training programmes in system dynamics, systems thinking and a wide range of application-specific strategy discovery programmes that have been delivered to over 3000 senior strategy managers in UK and Europe.

See <http://www.cognitus.co.uk/>

Programmes include:

Logistics/supply chain	Customer management	Brand management
R&D – product development	Life-cycle management	Workforce planning
Intellectual property	Finance fundamentals	Asset management
----- Systems Thinking and System Dynamics Simulation -----		

Services to major consultancies

Cognitus has also provided specialist training and consulting support to many leading consulting organisations including:

PricewaterhouseCoopers	EDS	KPMG
Ernst and Young	BT Syntegra	Robson Rhodes

Prior Career

Prior to 1992, Richard had a successful career with three major blue-chip organisations:

Yorkshire Water plc – New Enterprise Business Director

Responsible for diversification strategy and start-up businesses outside YW's core water business. Established successful new businesses in waste disposal and water supply repair engineering.

Blue Circle Industries plc – International Directorships

Progressive roles, including strategic planning and diversification, with responsibility for strategy development and various company acquisitions.

Executive directorships of overseas Blue Circle companies, including Strategic Planning Director, Nigeria and four years as Marketing and Commercial Director, New Zealand.

Negotiated a successful £60million merger between New Zealand cement companies.

British Steel Corporation – Operations Research and Strategy

Operations Research Analyst, majoring in logistics – pioneering the application of computer-based simulation to steel industry rationalisation and development.

Academic Qualifications

Bsc (Hons) Cybernetics and Instrument Physics, Reading University, UK

MA in Business Administration, Henley Administrative Staff College, UK

Contact Details

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