**Simon Barnard**

Simon has more than thirty years’ experience training and consulting in Innovation, New Product & Technology Development and Quality Improvement. An Electronics engineer by training, he spent his early career working on automotive and aerospace control systems for Lucas Research. In 1987 he was trained by Shin Taguchi (of ASI) in Robust Design using Taguchi Methods and was subsequently involved in its implementation within Lucas Industries.

He took the opportunity to bring Taguchi Methods to a wider audience by joining ASI in 1989 and quickly expanded his training portfolio into QFD and other Continuous Improvement areas. Simon was first introduced to the TRIZ methodology in 1999 with training and coaching from TRIZ Master Victor Fey. With colleague Ray Greenall they built up a successful Six Sigma training business that was taken over by BSI Management Systems in 2006. Simon left BSI in 2007 to set up his own training and consultancy organisation – SCB Associates – to specialise more on up-front innovation and new product development.