

JONATHAN STEEL

Jonathan Steel is founder and CEO of The Bathwick Group. His 25 years in ICT have included software engineering, IT management, consultancy, research, market analysis, authoring, and advisory services.

Jonathan's primary interests include:

- Technology-driven platforms and new business and value chain models
- Economic and environmental sustainability, clean tech, smart cities
- Renewable and future energy sources, energy efficiency and universal access
- Organisational productivity and performance benchmarking
- ICT suppliers' strategy, messaging, and marketing programmes

Jonathan advises a range of private and public sector organisations on issues including those above, and has also authored a number of research papers and books for business leaders. Before founding The Bathwick Group in 1997, Jonathan was director of international strategic consulting at global research company IDC.

Alongside Bathwick's business, Jonathan has also founded a global think tank (Think Again), a London-based social enterprise which trains young people in business skills, an energy access charity that will launch later this year, and a research/benchmarking software company. He is also a director of the Bath International Comedy Festival.

