

Curriculum Vitae

Antony Whitehead

Managing Director, MWCreative, Dubai

Antony Whitehead is a product development specialist with 23 years' experience delivering complex multidisciplinary projects in the industrial, consumer and aerospace product sectors. His international project portfolio incorporates the complete product, and project lifecycle including all elements of commercial, operational and financial program delivery.

Antony has experience in the commercial aviation, consumer product, industrial product, automotive, rail, marine and consultancy sectors and has completed projects in UK, China, Singapore, Australia, Philippines, Indonesia, New Zealand, Japan and the UAE

Experience Summary

- Experienced in the management of major design and reconfiguration programs in the commercial aviation sector including the first and business class cabins of the A380 'Launch Customer' Singapore Airlines
- Expert level capability in the development and commercialisation of new products from concept inception through to product phase out
- Extensive experience in the development and execution of brand and marketing strategies in the aviation, product, industrial and education sectors.
- Comprehensive understanding of product logistics and the coordination of globally distributed vendors
- Development of customised program management processes and procedures for implementation in complex, 'developing' operational and management environments
- Design and implementation of systems for reporting commercial progress including bespoke forecasting models, customised customer relationship management (CRM) systems and fully automated progress & board reporting
- Authored comprehensive process manuals for the management of commercial sales in commercial aviation MRO
- Lead the development of product marketing and regional sales strategies in the commercial aviation MRO sector
- Development of detailed marketing and sales media in business and design consultancy, aviation MRO and consumer products sectors; deriving then building on the value proposition
- Development of the commercial framework for joint venture vehicles in commercial aviation line maintenance and associated business case development and implementation.
- In-depth experience in the pricing, negotiation and contracting of complex multidisciplinary projects in the product and aviation sectors
- Start-up business planning including research and development of funding options
- Analytical risk management and mitigation through customisation of standard practices and application to technical, operational, commercial and financial risk.
- Setup of design facilities in the UK, China and New Zealand
- Setup and management of sub contract manufacturing relationships in Guangdong and Guangzhou China

Employment History

Sep 16 – Present, MWC Design DMCC, Dubai, Managing Director

Setup and management of a full service creative agency. A team of 7 specialising in marketing strategy and design for print and digital media. Clients include GEMS Education, DP World and Emirates Hospitals.

Jan 15 - Aug 15, Etihad Airways Engineering, Abu Dhabi, Part 21J Commercial Manager

Responsible for all areas of commercial delivery for Etihad's fledgling Part 21 organisation including marketing strategy, business development, finance, management and board reporting, contract preparation and negotiation and marketing collateral.

Oct 10 - Dec 15, Abu Dhabi Aircraft Technologies, Abu Dhabi, Commercial Manager

The Commercial Manager, reporting directly to the CCO Sales and Marketing, fulfilled a vital strategic role with a roving brief touching all areas of the business. Responding quickly to the needs of shareholders and customers alike the Commercial Manager was responsible for projects effecting the entire business.

Mar 09 - Sep 10, Abu Dhabi Aircraft Technologies, Abu Dhabi, Project Manager (Tec.)

Responsible for the project management of EASA Part 21J and Part 145 cabin reconfiguration for the entire Etihad fleet of Airbus A320 family, Boeing 777 and Airbus A330/340 aircraft over a two year period. Major reconfigurations including bespoke new product, upgraded cabin seats and monuments, completely new IFE, heavy C check activities and a number of additional SB's beyond the cabin scope.

Oct 06 - Feb 09, Tait Electronics, New Zealand, Design Engineer (Contract)

Concept design, visualisation, animation and prototyping of a new digital radio handset for a potential JV project with Motorola. Pro/Engineer and 3DSMax.

Jul 06 - Feb 09, Hygiene Systems, New Zealand, Design Director

In 2006 Jeff Marsden and I setup the design and manufacturing arm of the successful washroom servicing business, Hygiene Systems. Hygiene Systems Development focussed on bringing innovation (competitive advantage) and cost savings to the service providing business and brought 5 products to market in its first 3 years of operation.

Feb 03 - Jun 06, James Park Associates, Singapore, Project Manager

Design consultancy and client project manager for the prestigious A380 launch customer (SIA) business class seat and cabin and Boeing 777 first seat and class cabin. A challenging role focussing on managing customer expectation and managing vendor quality and overall performance.

Nov 02 - Jan 03, Roy Bladen Design & Freelance, New Zealand, Industrial Designer

A three month project assessing feasibility of, and creating concept designs for a composite amphibious vehicle for use by the emergency services. Plain at 40 knots in a 1m swell and reach up to a first floor window on land were just two of the requirements of this extraordinary brief.

Apr 02 - Oct 02, Sensation Yachts, New Zealand, Design Manager

Bringing structural, systems, electrical and interior design delivery back on track to achieve the production schedule and ensuring all Lloyds and DNV certification requirements were met were the two highest priorities as Sensation struggled to complete and deliver SY18 a tri-deck 50m steel hulled superyacht, SY24 a 50m tri-deck superyacht with steel hull and aluminium superstructure and SY26 a 50m composite tri-deck superyacht.

Oct 98 - Mar 02, Finetech Design Consultants, UK, Design Director

I setup Finetech in 1998 after striking a deal with clone cartridge 'giant' Gatehill International to design all their new clone cartridge products. Finetech specialised in metrology, reverse engineering and redesign of complex printer/developer cartridges for office laser printers and photocopiers. Using a Brown and Sharpe CMM and Pro/Engineer Finetech completed 5 of these major projects and numerous engineering projects for local clients.

Jun 97 - Sep 98, James Park Associates, Singapore, Project Manager

After a short contract as an industrial designer I accepted the permanent position of Project Manager for the Singapore Airlines Boeing 747-400 First class seat and cabin retrofit program. The brand new seat design was only the second full-flat bed at that time. Managing customer expectation and ensuring vendors delivered the correct solution were the primary responsibilities of this position.

Oct 95 - May 97, Various Companies, UK, Design Engineer (Contract)

I left Massey Ferguson with the intention of moving to London to conquer the world of product design. It turned out to be a little more difficult than I'd anticipated so I filled my time becoming an expert surface modeller and learning as much about product and industrial design as possible.

Jul 93 - Sep 95, Massey Ferguson Industrial, UK, Design Engineer

As a fresh graduate engineer I underwent rigorous on the job training in international and British standards, project management, mechanical engineering, vehicle testing and essential office and engineering procedures before working on concept and detail designs for new products and product upgrades.

Education

1992-1995 University of Teesside / Royal College of Art (UK), MA, Industrial Design for Engineers
1987-1991 Trent Polytechnic Nottingham (UK), BEng. Hons (2ii), Mechanical Engineering
1980-1987 Sale Boys Grammar School (UK), 9 'O' Levels, 3 'A' Levels

Interests

Private Pilot License (PPL), fixed wing, Cessna 172, Piper 128, Approx 150 Hours
Moto cross riding, Suzuki, RMZ 250, leisure, Ardmore track and Woodhill Forest riding
Track Riding, Honda CBR 1000RR Pasir Gudang, Malaysia
Regular Gym and Running for fitness
Single Track Mountain Biking, UAE/UK

Contact Details

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