

Digital Innovation & Circular Economy Network+

Advisory Group Bios

First Name	Last Name	Organisation	Position	Date of appt
Tim	Lawrence	Digital Catapult	Chair	April-2025
Gordan	Bateman	Investor Ladder	Member	April-2025
Melissa	Conlon	Advanced Manufacturing Research Centre	Member	April-2025
Mike	Fraser	University of Bristol	Member	April-2025
Scott	Manton	Kao Data	Member	April-2025
Paula	Muir-McLeod	EPSRC, UKRI	Member	April-2025
Vin	Sharma	University of Exeter	Member (ECR Representative)	Sept-2025
Ben	Sheridan	British Standards Institute	Member	April-2025
Sonnich	Sonnichsen	Nottingham Trent University	Member (ECR Representative)	Sept-2025
Lloyd	Tinkler	Advanced Manufacturing Research Centre	Member	April-2025
Lily	Tozer	DESNZ	Member	April-2025
Darren	West	SAP UK Ltd	Member	April-2025

Tim Lawrence, Digital Catapult (Chair)

Tim is Director of Digital Supply Chain at Digital Catapult leading a £30m programme to build a Digital Supply Chain Hub to accelerating digital innovation in UK Supply Chains funded through Made Smarter Innovation and Industry.

Tim has extensive experience in improving global supply chains working within the Automotive, Consumer Goods, Aerospace, Defence, Construction, Life Science and Industrial Sectors. His experience includes 25 years in supply chain consultancy, leading companies to deliver transformation in their business and operations focused on strategy, operating model and organisational design, digital supply chain, restructuring and performance improvement. He has extensive global experience having worked across 16 different countries in Europe, US and Middle East advising over 50 different companies in that time.

An inspirational thought leader, Tim develops leading insights into global supply chain management, digital and manufacturing and is regularly quoted in the press and speaks on these topics at conference platforms across Europe.

Gordon Bateman, Investor Ladder

Gordon Bateman is a business growth specialist with over 30 years' experience. He was part of the management team that grew and floated a company in the 1990s, before founding CRSI, a consultancy helping investors and investor-backed businesses align their people strategy with growth. He has worked with more than 200 investors and over 1500 business leaders, and is recognised as a trusted adviser in the sector. Gordon founded Investor Ladder to better connect national and international investors with regional ecosystems, and in 2023 launched Climb, an international festival focused on business growth, innovation and investment.

Melissa Conlon, AMRC

Professor Melissa Conlon is a Director at the Advanced Manufacturing Research Centre who established the AMRC NW in 2018. Melissa is a Commercial Director with over 30 years' experience, she has extensive private and public sector experience and has developed and implemented several strategies for SME engagement. She has worked in a number of industry sectors including finance, education, software and advanced engineering and manufacturing. Her career includes senior roles at major corporates eg Repsol Petroleum, GE and BNP Paribas. In her role with GE Melissa was responsible for several change management programmes. Melissa currently holds 12 board appointments and two commercial NED roles.

Mike Fraser, University of Bristol / Pro2 Network+

To follow

Scott Manton, Kao Data

Scott is the Health, Safety, and Environmental (HSE) Director at Kao Data, where he leads the strategic development and implementation of health, safety, environmental,

and compliance frameworks across the organisation's mission-critical data centre operations. A Chartered HSE professional, Scott brings extensive experience in high-risk, regulated industries and is passionate about driving performance through proactive risk management and sustainable best practice. He plays a key role in supporting Kao Data's sustainability commitments and operational resilience, contributing to the company's reputation for excellence in design, build, and operations within the data centre sector.

Vin Sharma, University of Exeter (ECR Representative)

Vin Sharma is a final year PhD researcher at the University of Exeter's Centre for Circular Economy, initially part of the UKRI NICER programme. His doctoral research examines circular business model innovation and social value integration in manufacturing, automotive aftermarket, and rental equipment organisations. Currently serving as Product and Business Development Manager at John Deere, Vin combines academic rigour with practical industry experience, managing a £5M+ portfolio while developing frameworks for sustainable transitions. He has conducted extensive stakeholder research with Fortune 500 companies and presented findings at national and international conferences across the globe.

Ben Sheridan, BSI

Ben Sheridan leads on emerging technologies at BSI, the UK National Standards Body, where he explores how to support innovation in areas such as quantum technologies, semiconductors and digital transformation. He has a PhD in solid-state physics and started his working life as a device physicist at Philips Semiconductors. Ben has contributed to many BSI initiatives, including leading work in digital manufacturing, smart design, engineering biology and sustainable use of materials.

Dr Sönnich Dahl Sönnichsen, Nottingham Trent University (ECR Representative)

Dr Sönnich Dahl Sönnichsen holds a PhD within the field of marketing and circular economy (CE). Research and teaching experience relates to dynamics in processes of innovation, business transformation, collaborative network formation, servitization and value creation, delivery and capture through implementation of CE principles.

Further, he has explored how leveraging platform thinking in low- and medium tech sectors can support companies recognizing, assimilating and commercialising solutions that contribute to a CE. Interests cover the connection between and potentials of tech enabling CE. Especially the use of AI, ML and digital twins for resource orchestration, scaling CE, logistic asset management and creating relational rents that contribute to closing the loop.

Dr Lloyd Tinkler, University of Sheffield, AMRC

Dr Lloyd Tinkler CEng MIET is a Senior Technical Fellow at the University of Sheffield Advanced Manufacturing Research Centre (AMRC). He has ten years of experience in leading industrially focussed research in flexible manufacture, robotics and automation across a range of sectors. To date, he has led and co-led the successful delivery of research grants exceeding £3m including the AMRC's research within the EPSRC Future Electrical Machines Manufacturing Hub. He now leads a team focussed on the manufacture of electrical machines for demanding applications and represents the AMRC for electrification at HVMC.

Lily Tozer, DESNZ

Head of Industrial Resource Efficiency

Lily Tozer is a senior policy advisor working on industrial resource efficiency policy in the Department for Energy Security and Net Zero (DESNZ). In this role, Lily works closely with industry to understand the challenges faced by the private sector when investing in decarbonisation technologies and adopting more resource efficient practices. Trained as an economist, her past roles include time at UK Research and Innovation as well as at BEIS developing carbon pricing models for the EU Emissions Trading System, and in DESNZ leading the development of the Industrial Energy Transformation Fund (IETF).

Darren West, SAP

Darren is SAP's Global Head of Circular Economy solutions. He works with customers, sales and pre-sales colleagues, product developers and external partners to set product strategy for SAP's products that impact Circular Economy and Material Transition themes.



This involves analysis of markets and trends, setting strategy, and outlining personas, pain points, market drivers and value propositions, and building new commercial packages. He agrees and manages projects with strategic partners such as the World Business Council for Sustainable Development, the Ellen MacArthur Foundation and World Economic Forum, various academic bodies and major consultancies worldwide. Topics include: sustainable packaging, eco-design, circularity data exchange, digital product passports, and extended producer responsibility.