

## DOING SOCIAL – Our team

Our team includes directors, advisors and associates. Our core team is presented below.



### HARSHA PATEL MBA, CHIEF EXECUTIVE



Harsha has been working in the social sector for the last 14 years. Prior to starting Doing Social, she had worked with over 100 grassroots community organisations, charities, social enterprises and social entrepreneurs as a consultant, project manager and trainer, specialising in capacity building and organisational strategy.

Harsha has spent most of her career working in deprived areas and with ethnic minority organisations in the North West of England. She moved to London in 2011 and has since been working with universities to develop their engagement with communities and the social sector; she has also delivered social enterprise training, mentored early-stage social entrepreneurs and developed social enterprise modules for degree programmes. In 2015, she curated and delivered the first ever 5-day social enterprise festival for communities in London as a partnership between Doing Social and a university.

Harsha founded Doing Social to help aspiring social innovators from marginalised, poorer backgrounds to develop, co-create and lead sustainable social change initiatives across sectors and spaces which could also crucially improve their own economic prosperity. She is keen to ensure that Doing Social works collaboratively to deliver accessible, inclusive and empowering experiences which support the development of frugal innovation through co-creation but which also enhance quality of life, lead to viable careers and social mobility.

Harsha is a keen cook, she enjoys playing badminton and learning kathak dance (an Indian classical dance form). She lives by the adage, “if there is a will, there is a way”.



### DAVID FLOYD, NON-EXECUTIVE DIRECTOR & ASSOCIATE



David has spent over 15 years working for charities and social enterprises as a researcher, consultant and social entrepreneur. As part of his role as managing director of Social Spider CIC, David has been the publisher of a national mental health magazine, One in Four, and is now the publisher of local community newspaper, Waltham Forest Echo. David supports, researches and writes about social enterprise and social innovation, specialising in social enterprise development and social investment.

In recent years he has carried out research and writing on the development of the UK's social investment market for clients including the Ministry of Justice, Big Lottery Fund and the Centre for Public Impact at Boston Consulting Group.

He was project manager for the Esmée Fairbairn Foundation-funded, Alternative Commission on Social Investment and is now part of the team working on Flip Finance, a project that uses a social enterprise-led approach to developing social investment products.

David is excited about Doing Social's work on frugal innovation as he believes it is important for social innovators to focus on finding ways of improving people's everyday lives and developing business models to make positive social change sustainable.



### **CHRISTINA KATARAS, NON-EXECUTIVE DIRECTOR**



Christina joined the board of Doing Social to help promote frugal social innovation and to support entrepreneurs and their ventures who may not have access to mainstream resources but have the ability to make a significant social impact in their communities. She is particularly interested in social ventures which promote the development of communities and support individuals to reach their full potential.

Christina believes that in order to promote a truly inclusive society it is necessary that all social groups have the skills and support they need to reach their potential.

Christina currently works for both Matter&Co and Pioneers Post. Her role is to help build and develop relationships with like-minded organisations on projects which can have true social impact. Her knowledge of the sector, ability to communicate effectively and think creatively, allows her to take a holistic approach when forming partnerships and overcoming challenges.

Her vision for Doing Social is that it is a champion both for promoting frugal social innovation and ensuring that change processes include disadvantaged groups. She looks forward to working with inspiring community innovators and tomorrow's leaders.

Christina holds a BSc in International Management with Spanish from the University of Bath and an MSc in Environmental Technology from Imperial College London. Christina has previously lived in Athens, Madrid, Beijing and London and speaks English, Spanish and Greek fluently.



### **PROFESSOR JAIDEEP PRABHU, ADVISOR**



Jaideep is Professor of Marketing, Jawaharlal Nehru Professor of Indian Business and Enterprise, and Director of the Centre for India & Global Business at Judge Business School, University of Cambridge. He has a BTech degree from IIT Delhi and a PhD from the University of Southern California, and has held positions at Cambridge, Imperial College London, Tilburg University (the Netherlands), and UCLA.

His research interests are in marketing, innovation, strategy and international business. Jaideep has published in and is on the editorial board of leading international journals such as the Journal of Marketing and the International Journal of Research in Marketing. He has appeared on BBC News24, BBC Radio 4 and Bloomberg BusinessWeek, and his work has been profiled in BusinessWeek, BBC World Service, The Economic Times, The Economist, The Financial Times, Le Monde, MIT Sloan Management Review, The New York Times, The Sunday Times and The Times. He has consulted with, taught executives from or made keynote speeches at ABN Amro, Bertelsmann AG, Barclays, BP, BRAC, BT, the UK Government, EDS, Egg, GE, IBM, ING Bank, Laird, Marks and Spencer, the NHS, Nokia, Pearson, Philips, Renault-Nissan, Roche, Shell, Siemens, Unilever, Vodafone and Xerox, among others.

He is the co-author of *Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth*, described by The Economist as "the most comprehensive book yet" on the subject of frugal innovation. His most recent book is *Frugal Innovation: How to do More with Less*.

Jaideep believes that Doing Social is a highly innovative initiative that is much needed in the UK and elsewhere.



## KATE WELCH OBE, ADVISOR



Kate founded her first social enterprise, Acumen Development Trust in 2003 which operates in the old coalfield area of County Durham and has now supported over 16,000 people from disadvantaged communities to gain employment or start their own businesses.

In 2008 Kate was awarded an OBE for services to social enterprise in North East England and was recognised this year (2016) with the Queen's Award for Enterprise Promotion.

She founded Social Enterprise Acumen to provide support to social entrepreneurs and organisations that want to be more socially enterprising and with the team has supported over 400 social entrepreneurs and fifty organisations.

Kate was social entrepreneur in residence at Teesside University and works closely with Durham University on a variety of programmes. She gives guest lectures on social enterprise at Northumbria, Sunderland and Newcastle Universities and worked with universities in Vietnam on a British Council Vietnam programme inspiring students to develop social enterprises to tackle gender inequality.

Kate is very supportive of the Doing Social approach to inclusive innovation as her experience of bringing together diverse groups such as students from Northumbria University School of Design and offenders in HMP Durham have shown the amazing results such collaborations can bring. She is looking forward to working with Doing Social to bring universities and communities together to maximise social impact

Outside her day job Kate is an active member of Girlguiding as a leader, trainer and council member and plays guitar in the worship band in her home Methodist church.