



**Mr. Rama Gheerawo, Director and Founder,
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Prof. Rama Gheerawo is a global authority on Design for All, accessibility and creative leadership, having worked with organisations in 40+ countries. He is the author of Creative Leadership: How to Design the 21st Century Organisation published by Penguin in 2025 and available as a paperback, audiobook and eBook. Now a bestseller, it is rapidly redefining leadership for a new era. Rama is the Founder of INSTILL and President of EIDD – Design for All Europe. Formerly Director of the Helen Hamlyn Centre for Design at the Royal College of Art, he has led over 100 collaborations with global organisations including Samsung, Toyota, Tata Consultancy Services and Panasonic, turning inclusive design into business advantage and social impact.

His Creative Leadership model has trained thousands, including 850+ senior civil servants, and is helping shape leadership cultures worldwide. Named a Creative Leader by Creative Leadership: How to Design the 21st Century Organisation alongside Paul Smith and Björk and awarded the Design Week Hall of Fame in 2019, Rama brings unmatched energy, empathy and vision to every stage. A highly sought-after keynote speaker and advisor, he challenges assumptions, unlocks potential, and empowers individuals and organisations to lead with humanity. Rama sits on numerous boards and advisory committees including The Valuable 500, D&AD Awards, Dezeen Awards and the Global Disability Innovation Hub. He is also a Visiting Professor in Asia and Europe. Follow: @RamaGheerawo on LinkedIn, Instagram and YouTube.