

Fiona Riddoch

Fiona Riddoch is an Associate Director of 2in10 specialising in Product Management and leads the firm's interests in Energy Technologies. Fiona divides her time between Edinburgh and Brussels where she also fulfils the role of CEO of COGEN, the European Association for the Promotion of Cogeneration.

From 1985-1999 Fiona worked in a variety of **Product Management** and **Sales** roles for **Honeywell UK** home controls business. The business was losing market share, so Fiona was invited to lead an international cross-functional team to identify and design a winning product for the UK. The team designed "Smartfit" which allowed Honeywell to rebuild market share after 5 years of decline

As **Quality Assurance Manager** at the Newhouse controls factory Fiona planned and managed the change from failure detection to failure prevention on the shop floor. Working with the trades unions and the 30 factory inspectors in a project of 12months the change was achieved.

Fiona led the roll out of the "Voice of the Customer" **Product Management** initiative to the European management teams (6 countries) of the Honeywell heating controls business, aligning all the teams to the process. The reduction in time to market was recognised throughout the Honeywell business units.

The marketing group in the Honeywell Scottish Controls organisation was not producing the leadership for product design that was needed. By analysing the people and the process and taking the hard decisions necessary the group was transformed into a creative functioning marketing group within 18 months.

As a **European Business Unit Manager** Fiona was requested to join a global team tasked with developing the product road map for the Building Controls division. The team represented strongly opposing interests in the Honeywell community. By focusing on the task and the competition instead of the internal politics the team reported as a united group with a common set of recommendations.

The Applied Systems business in Honeywell Europe was growing in revenue but not really increasing market share. Fiona brought together the five area **Sales Managers** with the supplying factories to identify and meet common needs. The process has become the main tool for managing the business.

As **Business Development Manager** for PC Bodyguard at Calluna Technology Fiona repositioned the product as a business-to-business sell in the education market and away from retail. Added services to the product offering and successfully launched the product in the UK.

Fiona holds a BSc in Physics from St. Andrews University, a PhD in Physics, from Heriot Watt & Edinburgh Universities and MBA from Edinburgh University.