

## General experience profile

Rob has spent 25 years working in the property industry, and has a particular reputation for his research and evidence-based workplace consulting work. Rob established Ramidus Consulting in 2003 as a specialist built environment research and advisory business.

Prior to this Rob worked with a number of leading organisations; has been involved in many signature projects, and has produced research publications that have challenged established conventions and provided industry thought leadership.

Rob works in the occupational market, preparing workplace and accommodation strategies for occupiers in the private and public sectors. He also undertakes research for investors, developers and policy makers, to advise on occupier issues, and geographical and sectoral markets. This combination of occupational and property market knowledge provides a rare combination of knowledge and skills.

Rob is enormously experienced in setting up, undertaking and managing consulting projects. He writes and presents in a business-like fashion, with action-oriented, practical conclusions and recommendations. He is very accustomed to writing reports that have to stand up to public and board-level scrutiny.

## Background

Rob is principal of Ramidus Consulting Limited. Immediately prior to setting up Ramidus, he worked for Interior Services Group (1996-2003) where he was Operations Director Consulting, managing a team of over 40. His clients included Liverpool Victoria, Metropolitan Police Service, Prudential Corporation and Unilever. Before ISG, Rob worked in a number of organisations.

- Stanhope Properties Plc, 1990-1995, Research Director
- Hillier Parker, 1989-1990, Research and Consulting Associate
- Debenham Tewson & Chinnocks, 1987-1989, Research Analyst
- DEGW, 1984-1987, Research Consultant

Rob regularly participates in industry initiatives, with current<sup>†</sup> and former\* commitments including the following.

- <sup>†</sup>Board member, Federation of Corporate Real Estate
- <sup>†</sup>Founder Council member, Workplace Consulting Organisation
- \*Founder Committee member, Society of Property Researchers
- \*Founder Director and Chairman, Occupier.Org
- \*Board Director, CoreNet UK (as VP Events and VP Education)

Rob publishes and presents widely on real estate, specialising in occupier issues, demand research and the role of real estate in change management.

## Recent experience

**A focus on the workplace** Rob works with private and public sector occupiers on their premises and workplace strategies. He has a wealth of experience in briefing, preparing business cases, defining needs and preparing workplace strategies. He offers practical advice, based on practical experience.

A selection of recent workplace planning clients	
Adur & Worthing Borough Council	Lambert Smith Hampton
Bedfordshire Police Authority	London Borough of Islington
BT	London Borough of Lambeth
Buckinghamshire County Council	National Audit Office
City of London Corporation	Orange Business Services
City of Westminster	Royal College of General Practitioners
Domestic & General Insurance	Really Useful Group
Elmbridge Borough Council	RICS
Energis	Royal Mail Group
Government Property Unit	Thames Valley Police Authority
Jones Lang LaSalle	West Yorkshire Police Authority

Rob's skills lie in helping clients align their workplace strategy to their operational strategy. He helps them achieve improvements in business performance through more efficient (lower cost) and more effective (higher productivity) workplaces. Much of his advisory work involves helping clients identify, develop, and implement opportunities for organisational change through real estate and facilities planning.

**A focus on research** Experience spans projects throughout the property process, from design, to development, to investment, to occupation. His particular interest is in market research where he has completed numerous innovative projects.

A selection of recent research clients	
Alycidon	London Borough of Lewisham
Berkeley Commercial	London Development Agency
Buckinghamshire CC	More London
Business Vantage	National Audit Office
Carter Jonas	Needspace
English Partnerships	Obsidian
Greater London Authority	Office of Government Commerce
IPD	Park Royal Partnership
Hammerson	PRUPIM
Wycombe District Council	Ramboll Whitby Bird
Johnson Controls International	Roger Tym & Partners
Jones Lang LaSalle	Scottish Widows
Knight Frank	SEGRO
Lambert Smith Hampton	St Bride's
Legal & General	Stanhope Properties
London Borough of Camden	Wycombe District Council

Rob works closely with investors, developers and policy makers, advising on market trends, investment opportunities, building specification, the changing needs of occupiers and benchmarking.

He undertakes research on geographical markets to help clients understand how they are changing, through detailed assessments of market supply and demand dynamics. He helps to explain the forces driving change, their impact on the ground and their prospective influences in the future.

He also researches property market sectors, (office, retail and industrial property), and the business sectors that occupy them. He analyses their changing needs and priorities, and explains how the supply market can respond.