



Health  
Innovation  
**South West**

Transforming lives  
through **innovation in  
health and care**

# Appointment of Executive Director of Innovation and Commercial Partnerships

December 2025  
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Saxton Bampfylde



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# Welcome from the Chief Executive

**Thank you for your interest in joining Health Innovation South West at a pivotal and highly ambitious moment for the organisation.**

Our rural and coastal context brings some of the most complex health challenges in the country, from long travel times and limited access to specialist care to the realities of an ageing population and persistent inequalities. These pressures create a compelling platform for bold, meaningful innovation that can reshape how health and care is delivered for the people of the South West and regional economic growth.

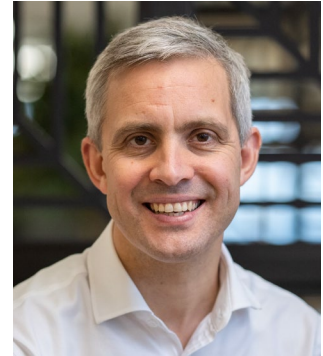
This is an exciting time for our organisation. There is a growing recognition of the South West as a testbed for rural and coastal innovation. There is an increasing national recognition of our strengths as a network, with a clear mandate from the government through the 10-Year Health Plan and Life Sciences Sector Plan. We are accelerating our role as a catalyst for high-impact partnerships and system-wide innovation.

The Executive Director of Innovation and Commercial Partnerships will be central to this next phase: shaping our commercial strategy, building major life sciences partnerships, and working with universities, local authorities, NHS partners and national bodies to unlock new opportunities. As a member of our Executive Team, you will lead a high-performing group of partnership leaders, innovation and commercial specialists, driving measurable impact through strategic, commercially astute leadership.

Our work already shows the scale of what can be achieved, from embedding innovation into neighbourhood care, to digitally enabled prevention and designing neonatal pathways that keep families closer to home. With your leadership, we intend to accelerate this trajectory, deepen industry collaboration, and expand the ambition and reach of our innovation ecosystem.

We look forward to welcoming a leader who shares our drive and ambition and is motivated by the opportunity to shape the future of rural and coastal health and care. At such a dynamic moment for the organisation, this is an exceptional opportunity to make a lasting impact.

Thank you once again for your interest.



**Jon Sidall**  
Chief Executive Officer





“Our goal is to improve the lives of people in the South West, by scaling adoption of health innovation adapted to its rural and coastal context.”



# Who we are

Health Innovation South West is a place-based innovation organisation dedicated to tackling the health, care and economic challenges facing rural and coastal communities. We act as a catalyst and connector, working with partners and anchor institutions to improve health outcomes, reduce inequalities and stimulate sustainable economic growth within our rural and coastal context.

We have built a specialist team of over 60 people with deep expertise in building partnerships to deliver health and economic impact through innovation. We are an independent company, governed by our NHS and university members, and licensed and commissioned by NHS England and the Office for Life Sciences.

We are experts in finding, testing and implementing innovative solutions, tailored to the rural and coastal challenges in our region. Working with partners, we deliver positive impact from innovative technologies, medicines and care pathways.

Our vision is to improve the lives of people in the South West through innovation by improving health and care services, health outcomes, and economic growth.

We work in partnership with:

- **Our health and care system** – NHS partners and local authorities.
- **Our partners** – university, care sector, life science and voluntary, community and social enterprises.
- **The Health Innovation Network** - We are one of 15 local Health Innovation Network organisations across England, established by NHS England in 2013 to spread innovation at pace and scale. Find out more [here](#).

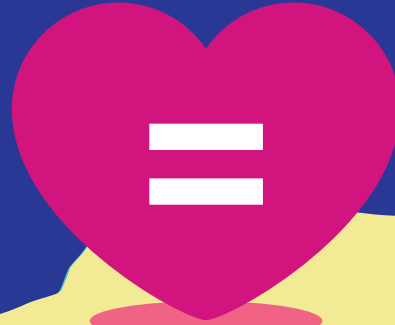
During the last five years our work has:

- Benefitted **c.600,000 patients**
- Leveraged **c.£50m of investment** into the South West region
- As part of a national network, we have helped leverage **£2.6bn of investment into the life sciences sector**, created 10,000 new jobs and released 340,000 NHS staff hours

You can read more about our work and impact in our [2024-25 Annual Review](#).



# Our region



The South West Peninsula includes the English counties of Somerset, Devon, and Cornwall & Isles of Scilly. It is an isolated region, with over 600 miles of coastline. We have no major metropolitan centres, with Bristol, our nearest major city to the north, a nine-hour round trip from Penzance.

Our population of 2.2m people is scattered across large rural areas and coastal towns, resulting in the lowest population density in England with over 44% of the population living in rural areas (in comparison to 17% nationally). Some of these areas are amongst the most deprived in the country. The expansive geography and lack of major urban centres results in significant challenges in access to care. For example, the travel time to a Type 1 Emergency Department is twice the national average.

We have a rapidly growing older population due to the number of retirees and elderly residents. Nearly two in three people in our region will be over sixty-five by 2045. Our population is on average six years older than that of England. There are stark inequalities due to high levels of economic inactivity, low incomes, and poor health, especially in coastal towns. We have some of the lowest levels of investment into research and development in the country.

Together the South West Peninsula's rural and coastal demography, distance and sparseness present distinct and significant challenges from our urban and suburban counterparts. This is an essential lens for how we shape and deliver our strategy to have an impact on our region's health and care needs and priorities.



# The opportunity



We are seeking an ambitious and dynamic Executive Director of Innovation and Commercial Partnerships to join our Executive Team. This is a rare career-defining opportunity for a senior leader looking to shape health innovation at a regional and national level. The role offers strategic leadership at Board level, engagement with senior decision-makers across the NHS, life sciences, universities, and local authorities, and the chance to influence the future of health innovation in the UK.

The Executive Director of Innovation and Commercial Partnerships will take the helm of our innovation directorate, which provides a ‘front door’ for hundreds of innovators into our region, ranging from small creative tech start-ups to large global companies.

Reporting to the Chief Executive, you will lead the team which identifies high promise innovations, tests and evaluates innovation in the real-world settings with NHS partners and prepares innovative solutions for implementation at scale. You will foster their specialist knowledge and experience to evaluate the impact of innovation for the people of the South West and to support regional economic growth.

This is an exciting opportunity for someone with a deep commitment to improving health and economic growth, who has a desire to deliver real-world impact for the people of the South West.

## **The role - As Executive Director, you will:**

- Lead the organisation’s commercial strategy, business development, and income generation, targeting £3–5m+ annually.
- Drive industry partnerships with NHS partners to bring cutting-edge innovations into real-world health and care settings.
- Oversee the innovation development portfolio, supporting partners to identify, test, and scale solutions in the NHS that improve population health and generate economic impact.
- Hold executive accountability for our Office for Life Sciences core commission.
- Lead partnerships with universities and local authorities.
- Manage a team of approximately 20 staff, including senior leaders across commercial and innovation portfolios.
- Contribute to Executive and Board leadership, shaping organisational strategy, performance, and enterprise-wide delivery.

# Person specification

The ideal candidate will be a dynamic and ambitious leader, bringing all or most of the following:

## Knowledge and Experience

### Essential

- Industry experience in life sciences or relevant management consultancy (or equivalent).
- Proven leadership in NHS-industry partnerships. Experience of innovation development, including preparing and delivering for implementation at scale.
- Demonstrable track record of commercial growth and business development, ideally in a professional services context.
- Senior leadership experience in a growth-oriented, high-performance environment with visible results.

### Desirable

- Experience in innovation development and commercialisation.
- Leadership experience in digital health and AI innovation.
- Experience building and sustaining partnerships with universities and local authorities.

## Skills, Abilities, and Personal Qualities

- **Strategic vision:** Opportunity-focused, able to identify and create innovative solutions as well as new markets and revenue streams.
- **Customer orientation:** Builds trust, anticipates partner needs, and delivers value with agility.
- **Execution excellence:** Translates strategy into actionable plans with measurable outcomes; balances ambition with risk and maintains attention to detail.
- **Commercial acumen:** Skilled in complex negotiations, financially literate, and focused on sustainable growth and profitability.
- **Leadership and influence:** Motivates and directs teams effectively, builds strategic relationships, and demonstrates an enterprise-first executive mindset.
- **Communication:** Able to translate complex issues into clear, compelling narratives; tailors communication style to different audiences and uses storytelling to engage and inspire.





# Our team



**Jon Siddall**  
**Chief Executive Officer, Board member**

Jon became Chief Executive Officer of Health Innovation South West in 2020. Over the last six years Jon has led us to build an integrated, place-based, partnership approach to finding, testing and scaling innovation that meets the challenges facing health and care in our rural and coastal region.

Beyond our local borders, Jon leads groups within the national Health Innovation Network, working directly with NHS England, Office for Life Sciences commissioners and policy makers, and most recently supporting the development of the NHS 10-year Plan and Life Science Sector Plan.

Previously Jon was an executive director at Guy's and St Thomas' Foundation, leading the design and development of the foundation's multi-million portfolio of urban health programmes. Jon has worked across health and social issues with national and international funders, investors and government agencies in the UK and New Zealand, and has held a range of non-executive roles, including seats on the advisory boards of the NHS Innovation Accelerator, SBRI Healthcare, and the UK Taskforce on Multiple Conditions.

**Anna Lodge**  
**Executive Director of Operations, Board member**



Anna's portfolio arches across our operations, from finance to facilities, HR, comms and events, as well as our project management office and executive support.

Anna's directorate provides the key operational support to our values-based organisation, supporting our people to drive meaningful impact in health and care across the South West. This includes overseeing our digital transformation project, Environmental and Social Governance, and financial management. Anna also acts as our Company Secretary.

Anna's distinctive background spans education at the London School of Economics through to consultancy work for multinational companies, charities, and community organisations from the United States to the Far East. Anna specialises in organisational development, leadership and strategic communications, with a commitment to economic change, inequity, environmental issues, and social justice.

**Rebecca Whitting**  
**Executive Director of Implementation and System Partnerships, Board Member**



With a background in the NHS and working with the Armed Forces, Rebecca commandeers our team of implementation experts to drive adoption and spread of innovation hand in hand with our partners across our region.

Rebecca joined Health Innovation South West in 2019 as Programme Director, fostering a culture of learning and improvement through our Patient Safety Collaborative, before stepping out on secondment to lead the Health Innovation Network's national wound care programme. Now Rebecca holds our relationships with the NHS at national, regional and local levels, driving change through partnership and innovation adapted to rural and coastal contexts.

A trained physiotherapist, Rebecca has worked at home and abroad, at Somerset Partnership NHS Foundation Trust as the Operational Manager for Musculoskeletal Physiotherapy and Podiatry services, and a decade spent with the UK Ministry of Defence in both clinical and service management.

## Our Board

[Our board](#) is led by an independent chair and composed of a mixture of both executive and non-executive directors, including representatives from our three Integrated Care Boards, our university partners and independent non-executive directors with expertise in commercial, clinical and digital sectors.

### Anna Walker Chair

Anna has extensive experience of strategic roles from across healthcare and other essential services, in the public, private and charity sectors. This includes Chair of the St George's Hospital charity, as a Lay Member of the Nursing and Midwifery Council, Member of the Competition Appeals Tribunal and previously on the Board at South London and the Maudsley NHS Foundation Trust.

Anna has been responsible for energy at the Department of Trade and Industry and for rural affairs, and a Non-Executive Director on the Board of Welsh Water.

She was Chief Executive of the Healthcare Commission from 2004 to 2009 (the CQC's predecessor) and Chair of the Office of Rail and Road from 2009 to 2015.



## Membership representatives

- Jonathan Higman, Somerset ICS Representative and CEO, NHS Somerset
- Peter Collins, Devon ICS Representative and CMO, NHS Devon
- Chris Reid, Cornwall ICS Representative and CMO, NHS Cornwall and Isles of Scilly
- Professor Richard Smith, University of Exeter Representative and Deputy Pro Vice Chancellor, University of Exeter
- Professor Mona Nasser, University of Plymouth Representative and Director, Plymouth Institute of Health and Care Research
- Professor Stuart Logan, NIHR Representative and Director, NIHR ARC South West Peninsula

## Independent Non-Executive Directors

- Bill Boa, former NHS Chief Finance Officer
- Hanno Ronte, Partner, Monitor Deloitte
- Karen Cox, former university Vice-Chancellor
- Nitin Chaturvedi, Strategic advisor and senior manager in life sciences
- Professor Peter Brindle, practising GP, former ICB CMO and Health Service researcher

## Executive Directors

- Jon Siddall, Chief Executive Officer
- Anna Lodge, Executive Director of Operations
- Rebecca Whitting, Executive Director of Implementation and System Partnerships
- Pip Peakman, Executive Director of Innovation & Commercial Partnerships (*outgoing*)



## Our Colleagues

Our [team](#) of highly-skilled colleagues comprises approximately 65 passionate and dedicated people who offer wide-ranging professional expertise in finance, healthcare, project management, communications, business development, data analysis, evaluation, HR, knowledge management and events management.

## Our members

Health Innovation South West is a membership organisation with partners drawn from a range of collaborating organisations across the South West.

- Devon Partnership NHS Trust
- NHS Devon
- Royal Devon University Healthcare NHS Foundation Trust
- Livewell Southwest
- South Western Ambulance NHS Foundation Trust
- Torbay and South Devon NHS Foundation Trust
- University Hospitals Plymouth NHS Trust
- University of Exeter
- University of Plymouth
- Cornwall Partnership NHS Foundation Trust
- NHS Cornwall and Isles of Scilly
- Royal Cornwall Hospitals NHS Trust
- NHS Somerset
- Somerset NHS Foundation Trust





# Our values

**We are impact-led** – we are solutions focused, action orientated and adapt plans to achieve desired end goals.

**We are improvement focused** – we seek to understand problems, look at things from different angles, test ideas and learn from our experiences.

**We are collaborative** – we value diversity of perspectives, commit to and place trust in others to contribute towards collective goals.





# Working here

## Work environment

Health Innovation South West is based in Exeter, Devon, in an award-winning office – an ideal setting for collaborating, convening and growing our internal and external relationships.

Close to the M5, accessible by train and taxi, it hosts teams gathering across the region as they develop and innovate and run improvement projects. Many use it as the base to build their capabilities, through their own training or leadership programmes, or in partnership with our team at Health Innovation South West. Our space is purpose-designed to accommodate events, with a variety of options, spaces and configurations that guests can use, as well as hot desks.

## Training and development

We are committed to supporting learning and development through generous individual development budgets, organisation-wide training, and peer-to-peer learning and coaching opportunities.

## Benefits

We provide a generous benefits package including employer pension contributions up to 10% and an employee assistance programme.

## Wellbeing

Staff wellbeing is a priority for us. We are continuously working with colleagues to provide initiatives that will enhance our team's health, happiness, and general wellbeing.

We provide free fresh fruit in the office, showers and lockers, and there are a number of employee-led social activities.

## Environmental, Social and Governance (ESG)

At Health Innovation South West, staff have developed a number of ESG actions, many of which have been advanced in recent years. These include improvements to increase the inclusivity of our recruitment processes, policy updates and recycling provision for our IT and office consumables.

We encourage inclusivity and value diversity, actively seeking to work with individuals, partners and organisations from a broad range of backgrounds. We support flexible working, part-time roles and job shares, and are open to applications from people with wide-ranging experiences.

We believe that an inclusive and diverse environment can help us achieve greater impact in our work and are committed to the Health Innovation Network diversity pledges.



# Terms of Appointment

## Salary and terms of employment

Annual salary range £105,000 - £125,000 FTE (depending upon experience) plus pension and other benefits.

## Applications

We are committed to building a team that reflects the communities we serve. We welcome applications from people of all backgrounds, experiences, and perspectives. We know that innovation thrives when a wide range of voices and experiences are included in decision-making, and we value the unique insights that different perspectives bring to our work.

If there are ways we can support you through the application or interview process, whether that's adjustments to ensure accessibility, flexible arrangements, or simply understanding more about your background and experience, please let us know. We are committed to creating an inclusive and supportive recruitment process and want to make sure every candidate has the opportunity to present their full potential. Your experiences, skills, and perspectives matter, and we want to hear from you.

As part of our safeguarding approach, you may be required to complete a Disclosure and Barring Service (DBS) check in line with any project requirements. This would be discussed with you and arranged by Health Innovation South West if necessary.

**PLEASE NOTE: WE CANNOT ACCEPT APPLICATIONS FROM CANDIDATES THAT REQUIRE SPONSORSHIP.**

## Interviews

Successfully shortlisted applicants will be invited to interview on 11 February 2025, at our office in Exeter.

## More information

If you'd like to know more about the role or selection process, and to arrange an informal conversation with our advisors, Saxton Bampfylde, please contact Rhys O'Connell-Davies by emailing: [rhys.davies@saxbam.com](mailto:rhys.davies@saxbam.com).

You'll find many Health Innovation South West staff on LinkedIn as well as regular updates on our Health Innovation South West page [here](#).







“We are investing in collaborative, outcome-focused people passionate about transforming lives through health and care innovation.”



# How to apply



**Saxton Bampfylde Ltd is acting as an employment agency advisor to Health Innovation South West on this appointment.**

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **ABXNA**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on **Monday 19 January 2026.**

\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

## **GDPR personal data notice**

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

## **Due diligence**

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.



Health  
Innovation  
South West

Saxton Bampfylde

[healthinnovationsouthwest.com](http://healthinnovationsouthwest.com)  
[info@healthinnovationsouthwest.com](mailto:info@healthinnovationsouthwest.com)

Health Innovation South West  
Vantage Point  
Pynes Hill, Exeter  
EX2 5FD

01392 247903

South West Peninsula AHSN (Trading as Health Innovation Network),  
registered in England and Wales. Company number 08495463.

Part of the  
**Health  
Innovation  
Network**  
Local change, national impact

**ACCELERATED  
ACCESS  
COLLABORATIVE**

  
Office for  
Life Sciences

