



MCA Awards 2018 Highly Commended

Young Consultant of the Year

Lucy Marsden, IBM

In 2 years, Lucy has progressed from graduate consultant to leading a digital innovation programme for one of IBM's largest accounts. Lucy is responsible for four projects, two of which incorporate research, design, build and test phases to create new digital tools for her client, and two which exploit IBM's capabilities in innovation, connecting clients across industries and harnessing IBM's research and emerging technology capabilities to add value far beyond her clients' expectations.

Lucy has grown the scope of the innovation portfolio with her client from a single stream, 'core' innovation hub, improving existing operating models, to a vehicle for digital transformation to secure her client's future in times of unprecedented change.

Lucy has taken her client on a journey from a Waterfall organisation to one that has committed to using Agile for future projects. She has earned the right to lead regular innovation sessions with client senior leadership, advising the CEO and executive board on ways to discover new and adjacent revenue streams through innovative concepts, and on diversifying their offering using emerging technologies.

Beyond the strategic value of the work she leads, Lucy is also an inspiring digital leader to a growing number of consultants. In 12 months, the team Lucy manages has grown from 1 to 14, as Lucy's client continues to request increases in capacity as value delivered continues to increase. Lucy is an inspiring leader of people, leading by example, inspiring constant iteration and improvement, and fostering a superb culture of learning and client-first focus.