Health Innovation South West

# Transforming lives through innovation in health and care.

## Commercial Director

Candidate information pack

**June 2025**

Hunter Healthcare

# The opportunity

The Commercial Director is a key member of the **Health Innovation South West senior leadership team**, responsible for driving **innovation, business growth, and commercial excellence**. This role ensures Health Innovation South West leverages industry expertise, professional networks, and strategic partnerships—both nationally and internationally—to enhance **economic development and revenue generation**.

The Commercial Director leads delivery of the **commercial strategy** for Health Innovation South West's portfolio, providing strategic oversight, performance management, and governance across its programmes and services. A core focus is on securing **new income opportunities** while supporting wider investment in the South West Peninsula's **economic and healthcare innovation ecosystem**.

The Commercial Director also provides direct leadership for the **Office for Life Sciences (OLS) Commission**, overseeing its **operations, strategic direction, and impact**. The role reports to our **Executive Director of Innovation** and collaborates closely with other senior leaders to ensure commercial objectives align with Health Innovation South West's wider mission.

There's a lot to shout about at Health Innovation South West.

- We've built an **integrated, place-based, partnership approach** to drive innovation at scale to benefit a population of 2.2million. To maximise impact, we work cross-sector, at local, regional and national levels, developing solutions with the potential to benefit rural and coastal areas across the country.
- **We're making real progress.** From scaling up GPs use of AI to predict the risk of hospital admissions to testing new approaches in coastal towns to improve early detection of cancer. We are repositioning the South West Peninsula as an effective strategic partner for life science companies who are seeing the region's potential as a rural and coastal innovation cluster. We are increasingly highlighting the potential of the South West as a test bed for preparing and adapting innovation for adoption in rural and coastal populations; and opportunity to accelerate economic growth.
- We have **an ambitious Board, an executive team with a clear vision**, and a team that are highly committed to putting the South West on the map in rural and coastal health. And we are based in a really great place to live and work.

We believe we have a unique offer for someone who is passionate about driving the uptake of health innovation and economic growth, enabling patients to benefit from earlier diagnosis, more effective treatments, and faster recovery.

# Who we are

**Health Innovation South West is one of 15 local health innovation networks across England, established by NHS England in 2013 to spread innovation at pace and scale.**

Our purpose 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 act as a catalyst, connecting NHS and academia, local authorities, the third sector, industry and citizens, to create the conditions needed to facilitate change.

We do this by working at the centre of the South West's innovation ecosystem, using our knowledge and expertise to help find, test and prepare solutions in health and social care, for adoption at scale. Challenges here are distinct from urban and suburban areas so we use adapt solutions to meet the needs of our people and place. We work closely with partners to transition innovation into implementation.

## Where we work

The South West Peninsula's rural and coastal demography, distance and sparseness presents distinct and significant challenges. This is an essential lens for how we shape and deliver our strategy so that we have an impact on our region's health and care needs and priorities.

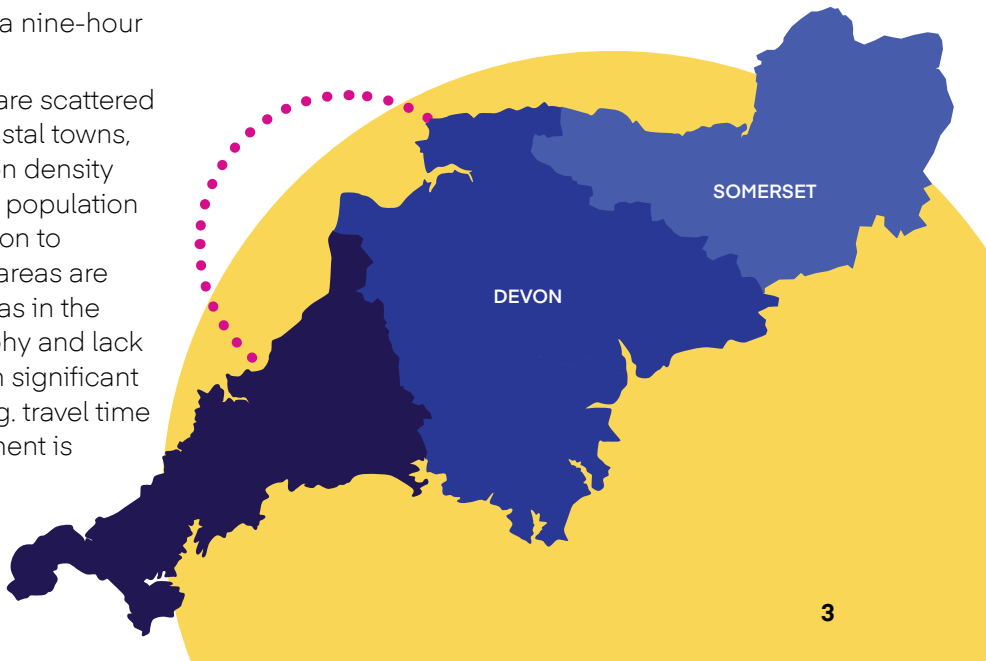
- The South West Peninsula includes the counties of Somerset, Devon and Cornwall & Isles of Scilly. It is an isolated region, with over 600 miles of coastline. We have no major metropolitan centres, with Bristol, our nearest major city to the north, a nine-hour round trip from Penzance.
- Our population of 2.2m people are 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 areas in the country. The expansive geography and lack of major urban centres results in significant challenges in access to care (e.g. travel time to a Type 1 Emergency Department is twice the national average).
- We have a rapidly growing older population (nearly two in three will be over 65 by 2045) - especially in Cornwall and Devon, due to the number of retirees and elderly residents. 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. And some of the lowest levels of investment in health care research and innovation in the country.

In combination, these create challenges and shape the impact we have, distinct from our urban and suburban counterparts.

## Closing the innovation gap

The challenges for health, care and the economy in our region will not be met through the existing scale and approach to innovation. We need a step change in the scale of innovation to close this innovation gap and meet the distinctive healthcare needs of our region's rural and coastal communities.

We play a crucial role in closing this gap, using innovation expertise to support the transformation of the health and care services for our rural and coastal context. Being part of a national network enables us to 'import' and adapt innovations developed in other places and 'export' innovation proven in our region to other rural and coastal places.



# What we do

**We've built an integrated, place-based, partnership approach to drive innovation at scale to benefit a population of 2.2million. To maximise impact, we work cross-sector, at local, regional and national levels, developing solutions with the potential to benefit rural and coastal areas across the country. Together we test and evaluate innovations, accelerate their spread at scale and demonstrate patient, clinical and economic benefits.**

We take a mission-led approach aligned with local and regional needs and national Government policy priorities (a focus on immediate NHS operational priorities e.g. waiting times plus four policy shifts: from hospital to community, treatment to prevention and analogue to digital). Our missions are: Long Term Conditions & Frailty, Mental Health, Learning Disabilities & Neurodiversity, Urgent Care, Cancer and Maternity, Neonatal & Women's Health.

We play an active and distinct role in the national network as experts in rural and coastal health innovation and work closely with neighbouring health innovation networks in Wessex and West of England, and the NHS E South West regional team to deliver impact at regional scale.

We're starting to convene work focused on rural and coastal health to build understanding, share approaches and lessons between those focussed on this distinct challenge and opportunity for innovation.

## Maximising the Peninsula's research and innovation assets

Our Peninsula Research & Innovation Partnership (PRIP) unites our innovation ecosystem through a shared strategy, and collective resources, to harness innovation firepower within and outside the region. It brings together the region's leaders and major players in research to strengthen the conditions for research and innovation and leverage investment into the region. This will result in us being able to address major health challenges faster and on a greater scale, and importantly to deploy our innovation expertise to maximum effect. The PRIP is built around:

- **Shared opportunity** – to create the optimal conditions to increase innovation, developed, adapted and deployed in the region. With a sufficiently large population to ensure studies are sufficiently powered and at a scale that interests industry, research partners and funders.
- **Shared strategy (and priorities)** – collective focus on major challenges and opportunities for research and innovation through five 'missions', with a willingness to work across organisational boundaries to overcome structural barriers.
- **Integrated governance** – to accelerate research translation and innovation adoption and strengthen our ability to be an effective partner to the life science industry.
- **Integrated capabilities** – leverage combined capabilities across the NHS, NIHR and university ecosystems.

This is an ambitious and exciting approach. It has the potential to reshape how research and innovation drives impact in the South West and inform other rural and coastal communities, across the UK and beyond.

# Key achievements

**We work in partnership to support health and social care teams to find, test and implement new solutions to the NHS' greatest challenges. During the last five years, our work has led to:**

## 600,000

Patients benefitted – for example, our work accelerating the adoption of PeriPREM has reached over 1,500 premature babies.

## £50,000,000

of funding leveraged – for example, our partnership with social investor Resonance leveraged £5m to support the development of innovative VCSE sector-led solutions.

## 114

projects across three Integrated Care Systems (ICSs) and 16 member organisations.

## £2.6bn

investment leveraged £2.6bn together with the national network, into the life science sector, creating 10,000 new jobs and released 340,000 NHS staff hours

**Find out more in our 2024-2025 Annual Review**

# Working here

## 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.

## 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 activities.

## Diversity and Inclusion

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. We are committed to the **Health Innovation Network diversity pledges** and are developing a progressive and ambitious five-year action plan led by our Diversity and Inclusion Working Group. Through this work, we are seeking to further develop a culture of inclusivity and increase diversity as part of our work.

# Our Team

## 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 Systems, our university partners and independent non-executive directors with expertise in commercial, clinical and digital sectors.

## Executive team

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

Jon joined Health Innovation South West in April 2020 to continue his work across the health and care system leading innovation, strategy and building partnerships to improve population health.

Before joining Health Innovation South West, Jon spent three years as an Executive Director at Guy's and St Thomas' Foundation, leading the design and development of the foundation's £150 million portfolio of urban health programmes focused on some of the biggest health challenges facing cities around the world.

Prior to his position at Guy's and St Thomas' Foundation, Jon worked across a range of health and social issues working with funders, investors and government agencies in the UK, Ireland and New Zealand. Jon's work included four years at Health Innovation South West, helping to launch the organisation and developing a range of successful innovation programmes.

Jon has also held a range of non-executive roles, including seats on the advisory boards of the NHS Innovation Accelerator, SBRI Healthcare, the Health Innovation Network, the Research and Development Board of Guy's & St Thomas' NHS Foundation Trust and the UK Taskforce on Multiple Conditions.

### Anna Lodge
**Executive Director of Corporate Operations, Board Member**

Anna joined Health Innovation South West in March 2021 as Communications Director, and moved to her current role in March 2023. She graduated with a Masters degree from the London School of Economics and Political Science. Since then, she has gathered over 20 years' experience working for multinational companies, charities, and community organisations specialising in organisational development, leadership and strategic communications.

### Pip Peakman
**Executive Director of Innovation, Board Member**

Pip joined us from the University of Nottingham, where she was Director of Research and Innovation. Prior to joining the university, Pip was Director of Research Operations and strategy at Manchester Cancer Research Centre providing specialist support to address unmet health needs and facilitating partnership working between academia, clinicians, industry and small to medium enterprises. Before working in academia, Pip had a career in industry as an International Business manager with Shell International Chemical Co. Pip is a biochemistry graduate from the University of Birmingham.

### Rebecca Whitting
**Executive Director of Implementation, Board Member**

Rebecca initially joined Health Innovation South West in October 2019 as Programme Director and Patient Safety Collaborative Lead. Previously she worked at Somerset Partnership as the Operational Manager for Musculoskeletal Physiotherapy and Podiatry services having spent over a decade working with the Armed Forces in both clinical and service management roles. Rebecca was a national lead for the wound care programme. Informing all her work, Rebecca is a strong believer in change management through enhancing individual and team leadership.

## 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 work is funded by NHS England and Office for Life Sciences nationally commissioned programmes, and contributions from our members, as well as income generated through other activities aligned to our core mission and purpose.

## Staff

Our **staff team** comprises approximately 60 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.

# The role

## Key Responsibilities

### Strategic Leadership & Commercial Development

- Refine and implement a **comprehensive commercial strategy**, contributing to Health Innovation South West's financial sustainability and its reputation for innovation.
- Lead **business development initiatives**, securing strategic partnerships across **academia, healthcare, and industry** to position Health Innovation South West as a leader in commercial innovation.
- Identify new **funding streams, income-generation models, and investment opportunities** to diversify Health Innovation South West's revenue sources.
- Provide **direction** for Health Innovation South West's engagement with **NHS England, NHS Improvement, and the Office for Life Sciences (OLS)**, ensuring alignment with national priorities.
- Establish and oversee a robust **network of innovation, and commercial experts** to support Health Innovation South West's strategic and operational goals.

### Leadership & Team Development

- Provide direct **leadership and management** of the **Office for Life Sciences Commission**, ensuring efficient operations and measurable impact.
- Lead and mentor a **high-performing team of innovation and commercial professionals**, fostering a culture of excellence, inclusivity, and continuous learning.
- Actively contribute to Health Innovation South West's **senior leadership**, helping shape delivery of the organisation's strategic direction.
- Champion **professional development**, supporting career growth and leadership progression within Health Innovation South West.

### Partnership Development & Stakeholder Engagement

- Build and maintain strong relationships with key stakeholders, including **NHS England, regional health networks, commercial entities, and academic institutions**.
- Represent Health Innovation South West at **national and international forums**, advocating for **health innovation, commercialisation, and economic growth**.
- Work collaboratively with internal and external partners to **align commercial objectives with healthcare innovation priorities**.
- Drive Health Innovation South West's contribution to **regional economic development**, ensuring alignment with the broader South West Peninsula strategy.

## Corporate Contribution & Organisational Impact

- Lead **strategic initiatives** that enhance Health Innovation South West's **long-term sustainability, growth, and impact**.
- Ensure Health Innovation South West's commercial and innovation programmes align with its **values, mission, and overall strategic direction**.
- Support **board-level reporting**, providing insights on **commercial performance, income generation, and strategic opportunities**.
- Promote an **inclusive and adaptable working environment**, fostering a culture of **collaboration, resilience, and continuous improvement**.

## Budget & Financial Management

- Manage financial planning and budget control for the **Office for Life Sciences Commission**, ensuring resources are effectively allocated.
- Provide expert insight and advice to Health Innovation South West's **executive leadership team** on **investment strategies and commercial models** that support long-term financial sustainability.
- Develop **financial models that reduce reliance on core NHS England commissions**, ensuring Health Innovation South West's financial resilience.
- Ensure commercial contracts, funding agreements, and investment partnerships align with Health Innovation South West's **financial objectives and risk management policies**.

## Key Skills & Competencies

### Strategic & Commercial Expertise

- Proven ability to develop and implement **high-impact commercial strategies** within the **healthcare, life sciences, or innovation** sectors.
- Strong understanding of **business development, revenue generation, and investment models** in a **public-private partnership** environment.

### Leadership & Influence

- Demonstrated ability to **lead, inspire, and develop high-performing teams**, ensuring alignment with organisational priorities.
- Skilled in managing **complex stakeholder relationships** across healthcare, academia, and industry.
- Experience working at a **senior leadership level**, influencing **national and regional innovation strategies**.

### Financial & Budget Management

- Expertise in **budget management, financial forecasting, and investment planning**.
- Ability to **identify and secure new funding streams**, including grants, commercial partnerships, and strategic investments.
- Stakeholder engagement and networking.
- Strong ability to **build and manage strategic partnerships** that drive innovation and commercial success.
- Skilled in **navigating the healthcare and life sciences landscape**, ensuring Health Innovation South West's role as a key player in national innovation initiatives.

### Problem-Solving & Adaptability

- Ability to **anticipate and respond** to **emerging industry trends**, positioning Health Innovation South West for long-term success.
- Strong analytical skills to **assess commercial opportunities, identify risks, and implement mitigation strategies**.

## Why Join Health Innovation South West?

This role presents an **exceptional opportunity** to lead **high-profile commercial and innovation initiatives** that **shape the future of healthcare and economic development**. As a key figure in **Health Innovation South West's senior leadership team**, the Commercial Director will play a **critical role in transforming innovation into tangible economic and healthcare advancements**.

If you are a **strategic thinker, commercial innovator, and dynamic leader**, we invite you to **bring your expertise to Health Innovation South West** and contribute to the future of **health and life sciences innovation**.

# How to apply

## Salary and terms of employment

Annual salary range **c. £90k FTE** (depending upon experience) plus pension and other benefits.

The closing date for applications is **12:00pm on Monday 14th July 2025.**. All applications must be made **here**.

For an informal conversation about the role, please contact Sam Cresswell (07562 650935 and **scresswell@hunter-healthcare.com**) or James McLeod (07842 424530 and **jmcleod@hunter-healthcare.com**) at Hunter Healthcare.

## Please note: we cannot accept applications from candidates that require sponsorship to work in the UK

We are working hard to ensure we recruit great people and minimise unconscious bias in our selection process. To support us to do so we use the Applied recruitment platform, which anonymises applicants.

Our process is progressive - alongside submitting a CV, you'll also answer a few work-related questions. Our goal is to assess how you seek to understand problems, test ideas and learn from experiences, ultimately to gain a better understanding of your relevant knowledge and skills.

We appreciate that AI programs are capable of answering these questions, and we can easily find those responses independently. What we would value hearing is your perspective, articulated in your unique voice and expression.

## Interviews

Successfully shortlisted applicants will be invited to first stage interview (online) on **28 July 2025**. Final interviews will take place in person on site in Exeter on **6 August 2025**.

## Find out more

- Visit our **website**
- You'll find many Health Innovation South West staff on X, as well as regular updates on our main **@HealthInSW** account.
- We're also on **LinkedIn**

Health Innovation South West

# Transforming lives through innovation in health and care.


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

**01392 247903**
**healthinnovationsouthwest.com**


Part of the **Health Innovation Network**

**ACCELERATED ACCESS COLLABORATIVE**

Office for Life Sciences

NHS


South West Peninsula AHSN Ltd (Trading as Health Innovation South West) is registered in England and Wales, company number 08495463, VAT registration 175936368.



Floor 2, Berkshire House
168-173 High Holborn, London WC1V 7AA

T: 020 7935 4570
E: enquiries@hunter-healthcare.com