

IMPOWER CONSULTING MEDIA RELEASE

5 February 2020

Pooven Maduramuthu appointed new Chief Executive of IMPOWER

Pooven Maduramuthu has been appointed Chief Executive of IMPOWER, taking over from Martin Cresswell who has been at the helm for more than 12 years.

Maduramuthu, currently Health Vice President at Atos, joins IMPOWER as it marks its 20th year, having grown into the country's largest independent consultancy focussed exclusively on delivering better public services. Martin Cresswell, who has led IMPOWER since 2007, will join IMPOWER's Board bringing with him almost 40 years' experience of working in and with local government. Maduramuthu will take over at IMPOWER in March.

Welcoming the appointment, Quentin Baer, IMPOWER's Chairman, said:

"Pooven's understanding of the complexity within the public sector and his strategic insight into the challenges facing public services builds on Martin's achievements in growing IMPOWER into the highly respected, pioneering consultancy that it is today.

"IMPOWER's unique understanding of complex systems, and its successful track record of delivering change within them, is enabling clients across the public sector to improve outcomes and maximise the value obtained from the money they invest. Under Pooven's leadership, I am confident IMPOWER will meet its ambition to help more public services seize the opportunity to do the same."

Martin Cresswell said:

"IMPOWER is a fantastic company with a very bright future. I am enormously proud of what we have achieved together, and it has been an honour to work alongside so many inspiring figures in public services. As we celebrate our 20th year, Pooven is ideally placed to build on the company's success."

Pooven Maduramuthu said:

"I am delighted to be joining IMPOWER at such an exciting time. The results of IMPOWER's work to date speak volumes about the impact that their EDGEWORK approach can make in complex systems. The need for this expertise and approach is clear and I am looking forward to helping IMPOWER continue to make a positive difference across public services, including local government and health."

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About Pooven Maduramuthu

Dr Pooven Maduramuthu is presently the Health Vice President at Atos where he developed and implemented a health strategy focussed on improving patient care through digital technology. Under his leadership, the Atos Health Consultancy team worked with the One London programme to better integrate care across London STPs, with Medway NHS Foundation Trust to completely reconfigure its clinical processes to improve productivity and reduce dependency on paper, and most recently has been awarded a multi-year engagement with NHS England on the Global Digital Exemplar programme. The team also worked on a number of long-term digital transformation partnerships with a variety of Trusts.

Prior to joining Atos, he spent 13 years at Serco working across its Consulting, Central Government and Global Business Process Services and was responsible for establishing one of the largest public/private ventures in the UK: the 10 year pathology joint venture between Guys and St Thomas's NHS Foundation Trust, Kings College NHS Foundation Trust and Serco.

About Martin Cresswell

Martin Cresswell began his career in local government, working in London, the Midlands and Merseyside. Qualifying as a CIPFA-accredited accountant in 1991, Martin spent nine years in the Big Four consulting firms leading large and politically sensitive turnaround and performance improvement programmes across local government and health. In 2007, Martin became CEO of IMPOWER, growing it into the market-leading independent SME supporting the transformation of local public services. Martin is a regular commentator and public speaker, and has been instrumental in designing a new consulting methodology for dealing with the complexity of modern public services – EDGEWORK.

About IMPOWER

IMPOWER is an award-winning independent consultancy focussed exclusively on improving public services. Since 2000, we have developed innovative solutions with our clients in the local government and health sectors, helping them to deliver better public services that are more effective, more affordable and sustainable.

EDGEWORK® is IMPOWER's unique approach to understanding and delivering change in complex systems. Our view is that public services are complex, rather than complicated, and that this requires a different mindset, an ability to work with people - not just datasets - and a unique set of methods and tools. Using EDGEWORK, we have changed behaviours, shaped public demand and improved outcomes while reducing costs.

Learn more at impower.co.uk and follow us [@IMPOWERconsult](https://twitter.com/IMPOWERconsult)

Please note that correct typography is 'IMPOWER' not 'Impower'.

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