

Press release 20 January 2026

## Mat Hunter appointed as new Chief Executive Officer of the Design Council.



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The Design Council has announced Mat Hunter as their incoming Chief Executive, starting in April. Selected by the Board of Trustees, Hunter returns to the Design Council after serving as Chief Design Officer from 2010 to 2015.

Mat Hunter is a widely respected design and innovation leader with more than 25 years' experience driving systemic change across the public, private and non-profit sectors. He returns to the Design Council following a distinguished career that includes senior leadership roles in global design, government advisory work, and place-based innovation.

Most recently, Mat was **Co-Founder and Co-CEO of Plus X Innovation**, a pioneering network of innovation hubs supporting place-making and local economic growth through high-value job creation. Under his leadership, Plus X grew to support more than 500 entrepreneurs, whose businesses have raised over £250 million in investment and created more than 1,200 jobs, while securing more than £25 million in public and private funding.

In his previous role as **Chief Design Officer at the Design Council**, Mat worked with government departments including the NHS, the Home Office and the Department of Energy and Climate Change. During this period, he led the Design Council's flagship Design Challenges programmes, delivering large-scale, mission-driven initiatives addressing health, crime reduction, ageing, energy efficiency and employment.

As a designer earlier in his career, Mat was one of the youngest Partners at **IDEO**, the global design and innovation consultancy, where he helped lead multidisciplinary teams delivering award-winning digital and physical products for major international organisations.

Hunter follows on from the leadership of Minnie Moll who is stepping back to create space for new endeavours, five years after bringing a new vision and the Design for Planet mission to the Design Council.

The Design Council is the UK's national champion for design, showcasing its ability to make life better for all. It is an independent charity incorporated by Royal Charter uniquely working across all design sectors and delivering programmes with business, government, public bodies and the third sector. Their work encompasses thought leadership, tools, resources and research to evidence the value of design and influence policy. Their Design for Planet mission aims to galvanise and support the 1.97 million people who work in the UK's design economy to help achieve net zero and beyond. Major recent milestones have included the annual Design for Planet Festival and hosting of the prestigious World Design Congress at the Barbican Centre in London, the first time back in the UK in over 50 years.

**Mat Hunter, incoming Chief Executive of the Design Council said:**

*"I am delighted to rejoin the Design Council to lead its next phase, building on the significant momentum established under Minnie's leadership. As the UK's national champion for design, our role is to address the most pressing challenges of our time, from the climate crisis to sustainable economic growth. I look forward to partnering deeply with industry and government to deploy the power of design and shape a resilient and regenerative future for all."*

**William Eccleshare, Chair of the Design Council said:**

*"As we thank Minnie for her five years of excellent leadership, culminating in last year's celebrations of our 80th anniversary and the hosting of the World Design Congress at the Barbican Centre, we are thrilled to welcome Mat Hunter as her successor. Mat has had a stellar career in the design sector with a combination of strategic leadership, deep design expertise and a proven track record of delivering impact at scale. He has experience across government, industry and entrepreneurship, and knows us well as our former Chief Design Officer (2010-2015). We are excited to start the Design Council's next chapter and much look forward to welcoming Mat to the team."*

**Minnie Moll, Chief Executive of the Design Council said:**

*"It's wonderful to pass the baton to Mat, and it's an exciting time for him to join. We have an incredibly inspiring mission that has gained traction, and there is so much more to do. Design has a critical role to play to help accelerate the green transition and drive green growth. Mat's innovation experience will be invaluable. I love that it is a homecoming for Mat and I wish him all the best."*

Hunter will join the Design Council in April 2026.

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For further information please contact: [press@designcouncil.org.uk](mailto:press@designcouncil.org.uk)

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**About the Design Council**

The Design Council is a Royal Charter charity and the UK's national champion for design, showcasing design and its ability to make life better for all. The Design Council uniquely works across all design sectors and delivers programmes with business, government, public bodies and the third sector. The work encompasses thought leadership, tools and resources, showcasing excellence, and research to evidence the value of design and influence policy. Their Design for Planet mission was introduced in 2021 to galvanise and support the 1.97 million people who work in the UK's design economy to help achieve net zero and beyond.

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