Alice Tyler
CPO & Co-Founder
@Altyler

Alice joined Open Utility in a co-founder role in 2013, bringing the user to the centre of the company's products and approach. Alice has a particular passion for turning complicated scenarios into simple user interactions. She brings this design thinking to all processes, from day-to-day tasks, to hiring and team happiness.

To date, Alice and her co-founders have grown the team to 9 people, including developers, designers, sales and marketing members. They have secured secured £800k in funding, including a £310K grant from the Department of Energy and Climate Change's Energy Entrepreneurs Fund.

The startup has also gathered a number of accolades since inception. Open Utility has been named Startup of the Year in the Initiate Awards at European Utility Week 2015, and in 2014, announced as one of the 2014 Nominet Trust 100, Green Startup to Watch 2014 by Greenwise Business, and "Rising Star 2014" by Founders Forum for Good.

At work, and at home, Alice is committed to reducing her own carbon footprint - a theme that runs throughout Alice's 7 years experience designing digital products, services and experiences. During her time at More Associates, Alice worked on a Carbon Culture user-centred behaviour change pilot, analysing how users of an office building could reduce energy consumption at work through fun and engaging methods.

Longer-term, Alice sees Open Utility playing an instrumental role in updating the energy industry. She is driven by empowering people to use their electricity more efficiently, while improving how people interact with energy.

Speaker Topics

Alice enjoys speaking at events where she can bring an evidence-based and creative perspective to topics such as:

- User testing, UX design and Design process
- Rapid prototyping - from brief to working prototype in only 4 days with a cross disciplinary team.
- Early stage Entrepreneurship
- 'Growing your own' (homegrown food)
- Design process in education