

Cassie Robinson

Mobile - 07885 038477

Email - cssrobinson@gmail.com

Website - www.cassierobinson.work

Twitter - @CassieRobinson

Medium - <https://cassierobinson.medium.com/>

Full-time Employment

Jan 2021 - Present - Deputy Director, Funding Strategy, National Lottery Community Fund. Key achievements in this role include:

- Worked with and inspired the UK Funding Committee to get on board with an entirely new kind of grantmaking for the Fund, where they committed £50 Million to 10 innovative initiatives over 10 years.
- Developed and implemented a new model of change for a significant new funding programme, that has required the Fund to reconsider how it understands and attributes impact in complexity.
- Established the Fund's first ever funding partnership with a corporate (IKEA), which will also include a Learning Lab to build a network of corporate and civil society partnerships.
- Oriented the Board and SMT towards a more relevant way of designing our Civil Society Strategy, whereby we are now using an 'emergent strategy' approach
- Seeded several new shared sector infrastructure initiatives, demonstrating the Fund's responsibility and role in shaping civil society, and brokering multiple alliances with other partners and funders

April 2020 - Jan 2021 - Senior Head, UK Portfolio, National Lottery Community Fund. Key achievements in this role include:

- Designed a new funding strategy for a £60 Million portfolio, with 8 different funding programmes.
- Restructured my team of 40 during the pandemic, with care and clarity, to be able to start delivering on the new strategy
- Co-led a small team during the crisis response to proactively find and fund initiatives that met our equity commitments and also got money out at pace to underrepresented, overlooked and unconventional organisations
- Established the Emerging Futures Fund, one of the only funding programmes across all UK funders that was set up during the pandemic to equip communities to think beyond the crisis and creatively about the future
- Set up a range of internal culture shifting activities to build capacity for futures, strategic foresight and funding towards future generations
- Established a working group for anti-racist data practices

November 2018 - March 2020 - Head of Digital Fund, National Lottery Community Fund. I was brought in to set up and run the new Digital Fund, the first of its kind in the sector in terms of criteria and ambition, as well as build confidence and understanding of digital across the

A creative, strategic and practical leader who brings integrity, vitality, courage and care to all she does. Her super power is in removing barriers, holding space for alternatives to emerge, mobilising people around shared missions and demonstrating what's possible in building towards a better future for everyone.

850 person organisation. Key achievements in this role include:

- Setting up a new team, alongside the design, management, delivery and evaluation of a £12 Million Fund.
- Ensuring we had in place good data, analysis and learning approaches so we could be discerning in the assessment of 1200 applications.
- Moving the dial on the wider sector's ambition and understanding in relation to digital through writing in blogs, regular speaking engagements and advising the 'tech for good' team in DCMS on their strategy
- Introducing important new themes and challenges to the digital funding landscape, including the impacts of technology on climate and society, and civil society's relationship with the large technology companies

November 2015 - October 2018 - Strategic Design Director, Doteveryone. I played a major role in setting the strategic direction of the organisation, building its reputation to become an authority on technology's impact on society, and a challenging and urgent voice.

Key achievements in this role include:

- Framing and articulating Doteveryone's mission and creating priorities for policy influencing, strategic design outputs, and investigative research
- Raising awareness about the issues we cared about - through writing in blogs and broadsheets, media work and regular speaking engagements
- Creating agenda-setting research on public attitudes to technology that anticipated the public techlash

Founder and Co-founder roles

January 2010 - present - Co-founder, The Point People. We set up the Point People in 2010 to increase the recognition and understanding of people who play the vital roles of network weaver, ecosystem builder, translator and pattern-spotter in systemic change. The Point People are one of a handful of organisations in the UK that have been building the field of systems change practice since 2010. Key achievements include:

- I led the design and delivery of the Systems Changers programme in partnership with Lankelly Chase Foundation - the first programme of its kind that focussed on people working on the frontline and their role in changing the systems in which they work. We also ran a version with the Children's Society to address root causes, which they are still using today.

- I led work with the Social Finance and Investment team in the Cabinet Office to research and prototype new services and products for social and community enterprises. One of the services has now been fully implemented in the sector.
- I led a programme of work with mental health charity, Mind. We worked with 30 local Minds and the National charity to design and build a platform for collective impact and shared intelligence across the network. This was a huge feat in terms of partnership working and collaboration.

January 2014 - Co-founder, Tech For Good Global. Tech for Good Global is a content platform and community. I helped grow a 10,000 person strong community of Tech For Good across the UK, connecting technologists and civil society organisations together, as well as ensuring that the movement kept its integrity as something distinct from Silicon Valley. We sold it to Bethnal Green Ventures in 2018 having measurably helped build the field of tech for good in the UK.

January 2003 - Co-founder, Lorelei - A highly profitable fashion and uniform label that went on to work with international clients including the Soho House Group, Albert Heijn Supermarkets, Jade Jagger, Garrard and Coco de Mer. I sold my shares to my business partner in 2006 having gained extensive experience of setting up and running a small business..

Consultant and Retainer Roles

From 2006 until the present I have taken on a number of consultancy and retainer positions. Some of the most recent and relevant are:

- Working with the Co-op Foundation to design and deliver an innovative new Fellowship programme to ensure that communities have a say in shaping their tech futures
- Working with the Roddick Foundation and A Team Foundation to design the first phase of Farming The Future, a large-scale funder collaboration of 50 + organisations.
- The design and delivery of various 'Funder Plus' programmes for Nominet Trust, Nesta and the Gulbenkian Foundation
- Working with the Co-op's Community team to develop their community strategy, focussed on their role as an asset owner
- Working at Government Digital Service in the Cabinet Office where I helped align the different interests across government, business and citizens, balancing very different agendas, whilst delivering new products and services at scale.
- Working as a Learning Partner in evaluation teams for three of Nesta's programmes. This involved bringing a design-led approach to how to evidence impact through collaborating with more traditional and rigorous evaluation practices
- Working with leading social sector and public sector innovation organisations such as thinkpublic, Participle,

Snook, 00, FutureGov and 100% Open and during this time gained extensive experience of doing programme design, co-design, ethnography, participatory design and design research, as well as the experience of working in the context of a huge variety of social issues - from social care, to housing, to sexual health, to community regeneration.

Cultural and Creative Initiatives

I've had cultural work commissioned and shown at the V&A, Somerset House, Royal Festival Hall, Barbican, Future Everything Festival and at Watershed in Bristol. The following initiatives, all focused on the role of culture and community participation in influencing change. All these projects are [detailed here](#) and include The Civic Shop, The Data Store, The Intimacy Lab, Citizen Census and Wearable Futures.

Other Positions

- Lecturer on Ecological Design MSc Schumacher College
- Programme design and Lecturer on Creative Grantmaking at Goldsmiths University
- Policy Fellow, Institute of Innovation and Public Purpose, UCL
- Fellow - Leverhulme Centre for the Future of Intelligence, Cambridge University
- UK Faculty member, States of Change
- Board roles at Organise HQ and Atlas of the Future
- Mentor roles at Year Here and Bethnal Green Ventures

Awards

2004 - Nesta Creative Pioneer
 2016 - Civic Hall Democracy Fellowship
 2019 - Leader in Philanthropy, European Cultural Foundation
 2020 - Paul Hamlyn, Ideas + Pioneers Award

Education

2009 - University East London, MSc in Applied Positive Psychology - Distinction
 1997-2000 - Ravensbourne, BA in Design - First Class Honours
 1992 - 1994 - Hills Road Sixth Form College, Cambridge - A Levels Art (A), English (A), Economics (A), Sociology (A)

Other qualifications

2021 - Embodied Social Justice Certificate
 2018 - ORSC Certified as an organisational and relationship systems coach
 2016 - Compassion Based Therapy Certification
 2006 - Coaches Training Institute, qualified life and career coach