



Suzy Jones

Director of the Future

Suzy Jones is known in the built environment for her approach to future facing strategic thinking, environmental social and governance expertise and applied research & innovation using live demonstrators and event-based engagement.

The trajectory of her career is somewhat unorthodox but Suzy has spent the past 15 years leading inter disciplinary teams and exploring design and the future of the built environment in the UK and abroad.

As the first Director of RIBA North, the Royal Institute of British Architects facility on the Liverpool Waterfront, Suzy established a centre for research and innovation providing access to new knowledge and learning for the RIBA membership and other built environment professionals and the public. Whilst running RIBA North Suzy's primary focus was the impact of Anthropocene change and the ways in which the profession could mitigate and adapt to changing planetary systems, through design.

After joining Urban Splash in 2020 Suzy established Future Lab, a research and innovation laboratory with a remit to look beyond immediate horizons at the ways in which we may want, and need to live, in the future. Suzy led teams of specialists exploring the impacts of societal, environmental and technological change on the design and development of homes and neighbourhoods.

Suzy has recently taken on a more strategic role as Director of the Future for Urban Splash. Alongside her colleagues on the Executive Board, Suzy is responsible for steering the success of the Urban Splash group. Using foresight, future visioning and an implicit understanding of the Urban Splash brand, Suzy develops shareholder ambitions into deliverable strategy, drives innovation and delivers the business into a resilient and unique market position that ensures continued success.