

Jonathan Martell

Service Design, Innovation & Strategy Leader

EXPERIENCE STRATEGY
PRODUCT STRATEGY
TRANSFORMATION
HUMAN-CENTERED AI

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I like taking complex problems and turning them into clearer products, services and ways of working that give people time back.

17+ years in digital products, strategy, Service Design, innovation and transformation, including regulated financial services. Informatics Engineer with an MA in Service Design. I turn research, business needs and technology into priorities, decisions and roadmaps. I now work on a fractional and project basis, with applied-AI advisory grounded in my own experiments.

17+	25+	15
YEARS	CONSULTING PROJECTS	MAX TEAM SIZE

POINT OF VIEW

I turn ambiguity into direction.

SERVICE DESIGN · INNOVATION · STRATEGY

I LEAD

Service Design / Innovation /
Experience Strategy / Transformation /
Product Strategy

CURRENT WORK

Jonathan Martell & Co

FRACTIONAL STRATEGY, PRODUCT & APPLIED AI LEAD
Jul 2026–Present

- Work remotely with organisations on a fractional and project basis across product, service, strategy and transformation.
- Combine customer research, business strategy and Human-Centered AI to decide what to build and turn complex challenges into clearer products, services and ways of working.
- Own strategic direction, team alignment and outcomes, and provide practical applied-AI advisory drawing on my own experiments with workflows and automation.

CAREER

Peppermint Innovation Lab

FRACTIONAL STRATEGY & TRANSFORMATION LEAD
Jul 2026–Aug 2026
CHIEF DESIGN OFFICER
Sep 2024–Jun 2026
INNOVATION & DESIGN MANAGER
May 2022–Aug 2024

- Led 20+ strategy, Service Design, innovation and transformation projects for major companies and institutions in Peru.
- Directed multidisciplinary teams of up to 15 people across design, research, business, marketing and technology.
- Worked directly with C-level executives and senior leaders to frame ambiguous challenges, align priorities and turn research into strategic decisions and implementation roadmaps.
- Set design and innovation direction, reviewed quality and helped teams move from research through concept development toward implementation.
- Led a venture-building initiative for Financiera Los Andes that resulted in Lara de los Andes.

CAREER

New laboratorio y consultoría

SERVICE DESIGN DIRECTOR
Aug 2021–Jun 2022

- Co-led two Service Design and innovation projects, helping the teams involved agree on recommendations and next steps.

Independent / Collaborative Practice INDEPENDENT PRODUCT, SERVICE DESIGN & STRATEGY CONSULTANT Sep 2017-May 2022	— Advised 5+ organisations independently across product strategy, Service Design, research, facilitation and service transformation. — Developed experience maps, service blueprints, operating-model recommendations and strategic frameworks, facilitating executive and multidisciplinary workshops.
TCS — London MA SERVICE DESIGN INTERN Jul 2018-Sep 2018	— Worked on customer experience and service improvement for banking and insurance, using user and market research to shape concepts.
Scotiabank Peru UX / DIGITAL FACTORY Nov 2016-May 2017 DIGITAL CHANNELS MANAGEMENT Nov 2014-Oct 2016	— Managed mobile and online banking products and services for 1M+ customers, including roadmaps, priorities and KPIs. — Worked with business, technology, operations, legal and marketing, using customer research to inform decisions. — Selected from approximately 1,000 employees to join the founding Digital Factory / innovation team.
Pacífico Seguros PROJECT MANAGEMENT Aug 2011-Oct 2014	— Worked on digital services and operational improvement projects, including stakeholder coordination and progress reporting.
BCP MOBILE & ONLINE BANKING INTERN Mar 2009-Jul 2011	— Supported mobile and online banking services with technology, operations and marketing, including planning and improvement roadmaps.

I BUILD — WHAT I'M BUILDING

I don't only advise. I build, test and operate my own products.

Broki

CO-FOUNDER & PRODUCT AND BUSINESS LEAD

2025-Present

Conversational AI product for small businesses.

Checho

AI-NATIVE PRODUCT STUDIO

2026-Present

Building and testing small AI-enabled products and services across restaurants, local discovery and opportunity search, including Checho Menu, Checho Ferias and Opportunity Radar.

Tributa Bien

FOUNDER & PRODUCT LEAD

2020-Present

Digital product that simplifies tax tasks.

I TEACH & SHARE

400+

WRITINGS · EXPLORANDO IDEAS / MEDIUM

PUCP — Service Design Lecturer	2020-Present
UC Berkeley MDes — Guest Critic	2025
Royal College of Art — Guest Speaker	2025
CAFA School of Design, Beijing — Guest Lecturer	2026

HOW I WORK

I learn by doing. I build and test products, services and experiments.

I move across disciplines. Engineering, design, strategy, product and business.

I'm comfortable with ambiguity. I align people, business and technology around a practical path.

I keep learning. Teaching, writing and my own products are part of how I learn.

SELECTED RECOGNITION

Scotiabank Peru — Selected from approximately 1,000 employees for the founding Digital Factory / innovation team · 2016

Pacífico Seguros — Top 3 in area · 2012

Peppermint Innovation Lab — Values Award — Commitment · 2022 & 2023

EDUCATION

MA Service Design
Royal College of Art

BSc Informatics Engineering
Pontificia Universidad Católica del Perú

New Venture Creation elective
Imperial College Business School

LANGUAGES

Spanish — Native

English — Professional working proficiency