



WOODGER CLIVE

MANAGING DIRECTOR, FOUNDER AND OWNER
SCG London

Professional Background:

Clive Woodger is Managing Director, founder and owner of SCG London. A qualified architect and branding specialist, he has extensive international experience across a wide range of different markets including retail, leisure, banking, corporate and public sectors. His involvement in complex development projects where public and private interests come together, gives him a particular understanding of the challenges and opportunities facing potential PPP developments.

Clive heads up the SCG London team working on Rublyovo-Arkhangelskoye (RA), a new planned 'mini-city' on 300 hectares just 3km from Moscow. He has also worked across the globe on many different projects and with a wide variety of different clients. In the Middle East he has worked with Spinneys in the UAE and Lebanon, Al Babtain Group (Nissan) in Kuwait and Max Discount Centre in Saudi Arabia. Other clients include Metro Cash and Carry, BAA World Duty Free, Tesco, Shell International and Kingfisher.

Founded in 1991, SCG London is a globally acclaimed multidisciplinary consultancy with a wide ranging portfolio of work and a focus on strategic development and branding for retail, banking and financial services and for leisure, residential and mixed use destinations. For the past 10 years the company has worked extensively in the emerging markets of Russia and Eastern Europe with local and international developers including Millhouse, AIM Property Development, Corporation AND, Centrumveckling and AEG.

Prior to founding SCG London Clive was a Director at Fitch RS, a major international design consultancy where he was responsible for major national and international client accounts. Previously he worked as the leading company architect for a major UK retailer and prior to that as an architect in the commercial sector.

Publications:

Clive has a worldwide reputation as a well established conference speaker, author and writer. He is particularly known for his insight into emerging markets.