
Dan Germain



Dan Germain is Group Head of Brand at innocent, the healthy drinks company. He's worked there since the company started in 1999, and in 2014 was named Designer of the Year in the UK, beating Apple's Sir Jonathan Ive and Sir Paul Smith among others.

These days his duties include overseeing the creative and brand direction of innocent; everything from packaging to ads to products to company culture, across Europe. Dan Germain also works in the areas of sustainability, innovation and ethics, maintaining the brand's most important values, and figuring out where that might take innocent in the next 10/20/50 years.

Creating the tone of voice and the brand/design/creative culture from zero are Dan's proudest achievements, and he is still searching for ways to keep the business both useful and interesting.