# Blackwood appoints digital champion to drive tech innovation

## Strategic hire reinforces commitment to independent living

A leading provider of specialist housing and care has strengthened its management team with the hire of an experienced transformation expert as Head of Digital Services.

Blackwood Homes and Care has appointed Jamie Gray, who previously led digital transformation at the V&A Dundee and brings more than 15 years of experience in technology innovation and digital services.

Jamie will now be overseeing the organisation's strategic development and implementation of digital initiatives with a primary focus on enhancing service delivery, customer experience, and operational efficiency through the use of innovative technologies.

Originally from Dundee, Jamie's career includes eight years at NHS Fife as Web & Intranet Co-Ordinator before taking on the role of Head of Digital & IT at V&A Dundee, where he successfully implemented numerous digital initiatives to improve visitor experience and operational efficiency.

Jamie said: "Blackwood has always been an organisation I have admired and getting the opportunity to lead both strategic development and operational delivery of digital services that directly impact people's lives is incredibly motivating.

"My immediate focus will be on strengthening our digital

infrastructure, enhancing cyber security, and ensuring our services consistently meet the highest standards of quality and reliability. The CleverCogs platform has enormous potential, and I look forward to driving its evolution."

CleverCogs is one of Blackwood's most ambitious and innovative products to date. It is a bespoke digital platform that plays a pivotal role in keeping residents independent and connecting them to a range of services from care and health to communication to friends and family and entertainment.

The housing provider, with operations across Scotland, has established itself as a pioneer in technology-enabled care. It has transformed the lives of hundreds of residents through its digital services and specialised accommodation to help customers to live their life to the full.

Simon Fitzpatrick, Chief Executive at Blackwood, said: "Jamie brings impressive past experience. He will provide us with invaluable experience and expertise that aligns perfectly with our innovation strategy.

"Having led significant digital transformations in both the cultural and healthcare sectors, his appointment will be instrumental as we continue to enhance our digital services to support our customers.

"Jamie's vision and understanding of technology's role in improving lives will be crucial to our future development."

The appointment adds to Blackwood's strengthened leadership team, supporting its mission to revolutionise independent living through technology-enabled care and housing solutions.

Blackwood are specialists in housing and care, empowering individuals to take charge of their lives in residences customised to suit their requirements. With decades of experience, Blackwood offers unparalleled expertise in modifying properties and crafting personalised care plans to

reflect each person's individuality.

The housing specialist puts customers at the heart of everything it does, and their satisfaction is critical to Blackwood's success. As a modern, supportive employer it also provides individuals with pathways towards achieving long and rewarding careers in roles that make a positive difference.

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