Peter Jones: the futurist systems expert joining the Tec

*"**Who do you want to be in the future?**"* is the question posed by **Peter Jones,** who holds a Ph.D. in **Interdisciplinary Studies,** Design, and Innovation Management.

Jones, a new faculty member of **Tec de Monterrey's Faculty of Excellence**, lived through the **technology boom** of the late 1990s until his eventual move to Canada. He describes himself as a **risk taker** eager to **rise up to a new challenge.**

*"As a futurist, I gravitate towards places where I see **the society and the country** moving as one in the right direction, which is precisely what I see in Mexico today, so **I couldn't pass up this opportunity**,"* Jones remarked.

*"**We don't have enough time in our lives** to change every country's panorama and it is therefore **imperative to support and join those who are innovating** and moving in a positive direction,"* he added.

Learn more about the journey taken by this **researcher, teacher, and key designer of leading IT resources** in the fields of scientific, legal, and medical practice, from **conceptual research** to launch.

/> width="900" loading="lazy"> **Following his intuition: from New England to Monterrey**

Jones, who was born in **Massachusetts in the U.S.**, explained to **CONECTA** that he was raised in **New England** with a "strong Bostonian accent" in a conservative "Yankee" culture**.**

*"My family history dates back to the **founding fathers** in the 1600s, which makes me **the first person** from either side of my family for **400 years or more** to have even **left the United States**,"* the professor recalled.

In the early 2000s, the futurist started his own company ***Redesign Research***, which focused on **design research for innovation** and built a broad **client base in Europe and the United States.**

Furthermore, the innovator worked with **companies such as LexisNexis**, one of the **largest legal databases** at the time, developing **software tools for lawyers** and then for **healthcare providers.**

*"One of the most important milestones in my career was when I worked as the **lead designer of the digital journal Science Direct** in 1996, collaborating on **both research and design**,"* Jones explained.

For his part, the professor said that **Dayton, Ohio**, a city he refers to as the **"Silicon Valley" of machining**, was where his interest in his current fields of study really came to life.

However, concerned about the **political and social stability of his country** during the administration of President George W. Bush, the academic **decided to take a chance on Canada**, where he had the good fortune to be given a **faculty position at [Ontario College of Art & Design University (OCAD)](#).**

*"Not many people know this, but **I have been a peace activist since an early age**, so going to a country that is moving in a positive direction is a must, although **deciding to leave the U.S. for the first time** was definitely a **vulnerable moment for me**,"* he confessed.

/> width="900" loading="lazy"> **His lifelong vision: people at the forefront of the narrative**

While much of Jones's work and research has been aimed at understanding **how organizations manage their processes effectively**, the futurist says that **people have always been his priority.**

Jones explained his professional vision: *"My career has largely been focused on* putting people first in any kind of design process, irrespective of whether it is a system or product service."

*"It's **based on the psychology of human factors**, how people interact with tools, devices, websites, phones, and so on, especially when dealing with professionals when every minute, every second and every decision is extremely significant."*

By helping improve the relationship users have with their software, the business owner has been able to **reduce the time needed to make a diagnosis** in the medical field and improve the way **lawyers resolve complex cases** through **user-friendly, effective information design.**

Jones is still interested in **how humans behave when handling information** and how this affects **decision-making** because this line of inquiry has, in his opinion, the **potential to impact micro and macro systems.**

Another way in which Peter has adopted a **more human approach to his view of innovation** is by drawing from what he **learned in Canada** about how **Native Americans think** and their approach to sustainability.

*"When I talk about ecological responsibility and sustainability, even with reference **to innovation and technology,** I never discount how Native Americans **think (seven generations back and seven generations forward**) to analyze the impact of our actions.*"

*"**Knowledge of indigenous groups in Canada** was restricted for many years until relatively recently, so I am excited **to be able to include their vision as part of my narrative** and in my* [dialogues]() *with students,"* he adds.

/> width="900" loading="lazy"> **Socially responsible innovation: the path for the future**

Although Jones embraces multiple areas in his research and approach to innovation, one **concept that has stood out in recent years** has been that of **socially responsible innovation.**

*"**Socially responsible innovation** can be the way a company changes its business model to respond to the needs of society instead of **just targeting its own objectives** (usually with money in mind).*

*"It's essentially **creating a new value system**, involving a return to both people and the ecosystem and looking at how you might **cooperate with other companies** to share resources and **the impact that could generate,"** he added.

In this sense, the academic explains that one of the great potentials of this approach (and simultaneously **one of its greatest challenges**) is to map out how this process is **used by public sector organizations** as well as in municipalities or cities.

Moreover, Jones explains how difficult it can be for **companies to see the gaps in their own model, change the way they operate**, and discover how to create value in a way that **respects and gives back to the society** they belong to.

*"I happened to see a company in Dayton that **helped its employees during the flood season,** but then moved the entire company somewhere else to get a **better tax deal**; these are the **kinds of situations we want to avoid**,"* he said.

On the other hand, the consultant explained that **Monterrey was a city** with high potential for **socially responsible innovation**, citing as an example the work of **distritotec with its balance between social, environmental, and architectural spheres.**

The **distritotec project** initiated by Tec de Monterrey seeks urban regeneration and facilities to promote coexistence and knowledge in the area around the Monterrey campus.

/> width="900" loading="lazy"> **Taking the teaching of systems and services to the next level**

According to Peter, the **Faculty of Excellence** was not his first encounter with the institution as he had already set his sights on **Tecnológico de Monterrey** thanks to its growing academic networks.

*"Although I didn't study alongside them, I knew of **professors like** Roberto Flores, Roxana Cardenas, and Reynaldo Treviño-Cisneros, who taught classes in a unique way, and I thought*

*there **must be something special here at the Tec,*** the professor recalled.

Jones explained that, knowing how he felt, the institution had **reached out to him by phone** to invite him to join the **elite faculty team** known as the **Faculty of Excellence.**

For him, this meant the opportunity not only to emigrate to a country which **in his opinion had an optimistic future**, but also space to work on **teaching, research**, and **entrepreneurial projects.**

*"One thing that struck me during that first call was that **I didn't feel like I was being interviewed for just any university position,** but for a company looking for high-caliber talent; I **confess I was thrilled**."*

Jones is enthusiastic about the wealth of student talent in Monterrey and is open to the idea of collaborating on **future multidisciplinary research with the faculty.**

*"My goal is for my students **to learn to work around the complexities of the future** and the dangers of uncertainty, which is a **very real part of technology**,"* says the newly hired professor.

¿What is the Faculty of Excellence?

Tec de Monterrey has started bringing together **world-renowned leaders** as part of its **Faculty of Excellence** initiative, so that they can contribute to the institution's teaching program.

This initiative seeks to attract **one hundred international professors** to broaden students' learning experience and promote international cooperation, innovation, diversity, and multidisciplinary research.

Find out about other professors involved in this **initiative** here.

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https://conecta.tec.mx/en/news/national/education/faculty-excellence-attracting-global-leaders-teach-tec