

Ms. Pippa Hall



Pippa Hall joined the United Kingdom Intellectual Property Office in 2011 and was appointed Chief Economist in March 2015. Pippa was then appointed Chief Economist and Acting Director of Innovation in August 2016 before becoming the Director of Innovation and Chief Economist in June 2017. She previously worked as an economist in the UK Department of Business, Innovation and Skills and the Office of Fair Trading. She has a degree in Economics from the University of Sheffield and a Masters in Industrial and Financial Economics from Royal Holloway.

As Director of Innovation and Chief Economist, she is responsible for encouraging, empowering and enabling innovation and growth through IP by supporting business, researching and understanding IP users, creating a robust evidence base, encouraging innovation and the use of IP and helping the IPO to get its message across successfully.