

## Creative Leader, Executive Producer, Digital Strategist

I combine editorial leadership across Television & Radio with extensive knowledge and experience in Digital Media. With resilience, adaptability & drive I inspire my teams to deliver excellent results whether that is return on investment, awards, or millions of views on Television, online, or elsewhere.

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### AREAS OF EXPERTISE

**Media Production**, 20 years experience on television on radio & online

**Strategic Thinking**, 8 years devising and implementing practical digital strategies

**Team Leadership**, From large & live TV Outside Broadcast's to boutique digital agencies

**Talent Management**, Comedy Superstars, TV Channel Controllers & Government Ministers

**Communication/Presentation**, Invited speaker at MIP, IBC, SxSW etc...

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### PROFESSIONAL EXPERIENCE

#### DEPARTMENT OF CULTURE, MEDIA, AND SPORT: Consultant

2017 -

I have recently consulted with DCMS following the publication of The Cultural White Paper and a government review aimed at making the UK a world leader in Digital Culture. I led a workstream and public consultation exercise that will result in a narrative and a series of policy recommendations later this year.

#### BBC STUDIOS: Creative Director, Digital

2014 - 2017

Drove Digital Development & new business for one of the UK's leading media producers with an annual slate of around £350 million. Developed new business opportunities with BBC Three, BBC Learning & BBC Worldwide tripling factual digital business from 2014/5 to 2016/17.

Editorially led & launched [www.bbc.co.uk/taster](http://www.bbc.co.uk/taster). A home for new ideas at the BBC, and a way to test new technologies, new formats and new talent. Since its launch in 2015 Taster has produced over 200 pilots, had over 50 million page views, won numerous awards and led the way for data informed decision making at the BBC.

#### BBC TV COMEDY: Executive Producer

2009 – 2014

Created & implemented a practical digital strategy to unite the TV business, secured funding approval and led the launch of a comedy short form video platform, resulting in a 5% year on year growth in business for BBC Comedy production. Adil Ray's Citizen Khan, Rhys Thomas's Brian Pern, and Tom Rosenthal's Flat News were all developed online before transitioning to TV.

Devised, pitched & implemented digital marketing strategies around key TV titles, delivering award winning experiences for; The Wrong Mans, and Psychoville on BBC2 and Comic Relief on BBC1.

**BBC RADIO COMEDY: Deputy Head****2004 – 2009**

Secured long term podcasting agreement by persuading senior rights, business and editorial teams to support a short term trial. Friday Night Comedy is now the BBC's most popular podcast to date with over 80 million downloads since 2007.

Devised and secured funding for a year long low risk playground for new comedy talent on Radio 1. A new generation of comedians, including; Russell Howard, John Oliver, Greg Davies, Katherine Parkinson, & Tim Key all had their first broadcast credits via "The Milk Run".

**PREVIOUS EXPERIENCE**

<b>Freelance</b> , producer, writer & trainer	<b>2002 – 2004</b>
<b>Development Executive</b> , Wise Buddah Productions	<b>2001 - 2002</b>
<b>Producer</b> , BBC Radio 1	<b>1995 - 2001</b>
<b>Producer</b> , BBC Radio 4	<b>1993 - 1995</b>

**ADDITIONAL INFORMATION**

I sit on the funding and investment working group for Immerse UK, a cross-sector network for businesses and research organisations using virtual & augmented reality to drive productivity, social and economic growth. I am also a BAFTA & Broadcast Digital Awards judge in 2017.

**HONOURS AND AWARDS**

<b>BIMA – Hot 100</b> (Honouring leadership in the UK Digital Industry)	<b>2017</b>
<b>Broadcast Digital Awards, VR We Wait</b> , BBC Taster (Commissioner)	<b>2017</b>
<b>Broadcast Digital Awards – Nomination</b> Black & British Season, BBC 2, (Exec Producer)	<b>2017</b>
<b>Lovie – Short Form Video Award</b> Bodyhack, BBC Three (Exec Producer)	<b>2016</b>
<b>BIMA – Content Winner</b> How to Survive a Nuclear Bomb, BBC Taster (Commissioner)	<b>2016</b>
<b>Broadcast Digital Awards – Nomination</b> Thirteen Digital, BBC Three (Exec Producer)	<b>2016</b>
<b>BBC Production Award – Digital Innovation</b> Run The Jewels, BBC Taster (Commissioner)	<b>2015</b>
<b>BBC Production Award – Digital Innovation</b> The Wrong Mans , BBC Two (Exec Producer)	<b>2014</b>
<b>BANFF Rockie Nomination – Web Series</b> C bomb, BBC Three (Exec Producer)	<b>2014</b>
<b>BANFF Rockie Nomination – Web Series</b> Dawson Bros Funtime , BBC Three (Producer)	<b>2013</b>
<b>Webby Honoree – Humour</b> <a href="http://www.bbc.co.uk/comedy">www.bbc.co.uk/comedy</a> BBC Online (Exec Producer)	<b>2010</b>
<b>Webby Honoree – Humour</b> <a href="http://www.bbc.co.uk/comedy">www.bbc.co.uk/comedy</a> BBC Online (Exec Producer)	<b>2011</b>
<b>Prix Italia – Special Event Website</b> Comic Relief, BBC One (Exec Producer)	<b>2009</b>
<b>Sony Radio Award – Bronze</b> Flight Of The Conchords, BBC Radio 2 (Producer)	<b>2006</b>
<b>Sony Radio Award – Silver</b> Jammin , BBC Radio 2 (Producer)	<b>2004</b>
<b>Sony Radio Award – Gold</b> Mark & Lard Show, BBC Radio 1 (Producer)	<b>1999</b>
<b>British Comedy Award</b> So Graham Norton, Channel 4 (Writer)	<b>1999</b>
<b>Sony Radio Award – Gold</b> Mark & Lard Show, BBC Radio 1 (Producer)	<b>1998</b>

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