# **Executive Summary**

### Experienced Non-Executive Director and Operational Managing Director

A strategic and tenacious operational leader with experience in the broadcasting, media, and digital sectors. Excellent reputation for strategic development, innovation, project delivery and corporate development. Proven track record at board level in executive and non-executive roles in private and public companies.

# **Current Posts**

### Senior Independent Director: Ipswich Building Society October 18 to date

Appointed to the Board of the Ipswich Building Society. Promoted to Senior Independent Director in March 2019. Approved by the PRA and FCA (SMF 14).

Additional Committees: Audit, Board Risk and Compliance, Retail Credit.

### Honorary Treasurer: Royal Television Society East May 16 to date

Member of the founding SMT committee steering the activities of the Royal Television Society in the East of England.

### Managing Director and Co-founder: TCD Media Ltd April 16 to date

Director and co-founder. TCD Media specialises in the production, distribution and commercialisation of audiovisual content for corporate and broadcast clients.

### President: Norfolk Chamber of Commerce and Industry Ltd June 15 to date

President of the Norfolk Chamber of Commerce

Additional Committees: Audit

# **Previous Non-Executive Posts**

### Local Television Network Ltd Jan 15 to Jan 17

Non-Executive director of the Local Television Network, the association for UK-based local TV stations.

Additional Committees: Regulatory, Licensing

### Comux UK Ltd Dec 15 to Jan 17

Non-Executive director of Comux UK, the local TV multiplex operator delivering transmission and ancillary playout services to national TV channels.

# **Professional Experience**

### Managing Director: Mustard TV Ltd, a subsidiary of Archant Sept 12 to March 16

Launched Archant’s hyper-local TV channel for Norwich and Norfolk, broadcasting on Freeview channel 8 and Virgin 159.

* Strategic direction and development of the business
* Specification and recruitment of all staff; production, commercial and technical teams
* Negotiation of supplier and infrastructure contracts, including BBC's local TV supply contract.
* Development of the commercial inventory; ad sales, sponsorship, digital display, advertiser-funded programming and corporate production
* Development of legal, licensing and compliance framework for the company
* Managing regulatory relationships with Ofcom, PPL, PRS /MCPS alliance, Atvod
* Establishing the editorial policies, overseeing compliance and chairing the editorial advisory board
* Training and development of staff
* Design and build of the studio, field and technical architecture including media asset management
* Channel launch on Freeview channel 8 in March 2014 and on Virgin 159 in December 2014.
* P&L responsibility

### Local TV Project Bid Director: Archant Jan 12 - July 12

Engaged by Archant to develop and write its bid for a new hyper-local TV service for Norwich.

* Preparation of the business plan for the first three years
* Demographic and audience research
* Investor presentations and board member selection
* Workflow and resource analysis and planning
* Creation of programming concepts
* Creation of test broadcast material
* Advertising inventory identification and packaging
* Regulatory and compliance framework
* Design and specification of optimum production and broadcast infrastructure
* Writing and submitting the final bid to Ofcom

### Investor Director: StreamExchange June 08 - June 14

Invested into a web TV start-up specialising in the creation of web TV channels, corporate and branded video. Developed live streaming initiatives, especially for the academic sector.

### Chief Operating Officer: Immedia plc May 06 - Sept 07

Aim Listed plc specialising in the creation and provision of in-store radio and TV in the retail sector.

Managed a team of 35 staff across 7 departments to ensure the smooth operation of in-store radio and TV networks for over 7,500 client sites including HSBC, Spar, Lloyds Pharmacy, Texaco, Ikea, Topshop and Topman, Burberry and Toni & Guy. Managed technical infrastructure and all 3rd party SLAs including satellite operators Globecast and Arqiva. Achieved significant savings across the group. Renegotiated main commercial contracts with suppliers to achieve necessary cost reductions.

### Chief Executive Officer: Cube Music & The Cube Group of Companies Aug 99 - Sept 07

Founded and built an award-winning business specialising in the licensing, aggregation, creation and distribution of video and music content to multinational retailers.

Responsibility at Chief Executive level for all aspects of the business including strategic development, financial direction and management, business development and shareholder management.

Cube's national and multinational clients included Topshop and Topman, Burberry, Toni & Guy, House of Fraser, H&M, World Duty-Free, Etam, Tammy and Selfridges. The company achieved an average growth of 40% per annum and profitability within the first 5 years. Successfully sold the company to Immedia plc in 2006 for £2.4 million.

### Founder/ Managing Director: Cube TV Ltd April 94 - Aug 99

Cube TV produced big screen advertising and entertainment for a significant number of tours and festivals including Blur, Pulp, Take That, East 17, Reading and the V Festivals. Advertisers included myriad FMCG and leading youth market advertisers.

### Early Career and Education

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| Commercials Producer: Jan Roy and Associates and The Works | 1992 - 1994  |
| Production Manager: Any Effects, a leading visual effects company  | 1988 - 1992  |
| Production Assistant: various music video production companies | 1987 - 1988 |

1985 – 1987 University of Westminster, BA Hons, Film and Photographic Arts

1983 - 1985 Hills Road 6th Form College, Cambridge. 3 A' Levels

**Professional Organisations:** Fellow of the Royal Society of Arts, Member of the Royal Television Society.

**Charity work:** Think Pink and Blue raising funds for Prostate and Ovarian Cancer. Patron of the Hostry Festival.

**Awards:** Royal Television Society East: Best Factual Programme 2018; Royal Television Society Awards: Best Factual Programme 2017; Norfolk Arts Awards: Broadcast and Media Award 2016.