

Alison Cressey

PROFILE

Alison is an experienced executive director , non executive , chair and founder with deep brand and marketing expertise and experience in multibillion dollar NASDAQ and New York Stock exchange listed companies as well as global educational establishments .Combines strategic leadership and digital experience with a solid understanding of financial oversight, risk management , talent and diversity.

Broad international commercial , marketing and innovation experience in the film,TV, home entertainment and games industries spanning England,Scotland ,Wales, Western, Eastern and Southern Europe, and the USA.

Experienced business leader with a strong focus on engaging multiple stakeholders to deliver change, growth and innovation including M&A and turnaround.

Deep understanding of both traditional and digital content creation and delivery including cross platform distribution and e commerce. Experienced in diligence and risk assessment including safeguarding. Reputation management and CEO performance and evaluation experience.

Expert in brand and marketing, digital, and cross cultural stakeholder management.

Strategy Innovation & Entrepreneurship Digital Brand & Marketing Governance Financial Oversight

NON EXECUTIVE EXPERIENCE

FALMOUTH UNIVERSITY: THE UK'S #1 ENTREPRENEURIAL UNIVERSITY.

Sept 2015 to present

Member of the governing board, Nominations, and audit committee.

- Involved with steering strategy for international award winning entrepreneurship MA.
- Steering strategy up to 2030 within the framework of changing policy and funding.

LANCASTER UNIVERSITY: A UK TOP 10 UNIVERSITY.

Sept 2015 to present

Member of the Equality and Diversity committee.

- Involved with recruitment of new Equality and Diversity manager and steering a strategic review of equality, diversity and inclusion strategy in the context of this UK top 10 overall strategy.
- MBA digital strategy, stakeholder engagement.

MARSHGATE PRIMARY SCHOOL: AN OUTSTANDING SCHOOL IN SW. LONDON

Sept 2015 to present

Member of the governing board, Chair children, family and community committee , Safeguarding Governor.

- Developed digital capability for measuring parent, carer community opinion and steered communication strategy.
- Diligence and risk assessment for safeguarding.

LION ACADEMY TRUST: MULTI ACADEMY TRUST IN N.LONDON, ESSEX,NORTHANTS Sept 2015 to July 2018

Vice Chair and trustee

- Steered trust growth strategy and risk management .CEO performance evaluation, remuneration and contract

WOMEN IN GAMES; A NETWORK WITH 10 000 MEMBERS

April 2013 to Sept 2014

CEO

- Built the board and steered early strategy development

BAFTA

Girls into Games committee member

April 2013 to Sept 2014

EXECUTIVE CAREER

Since 2010 international advisor providing advisory and project services to business, investment banks and consultancies in the UK, USA and Europe. These have included Google, Facebook, McKinsey, JP Morgan and Ebiqity.

Achievements

- Advisor to commercial MD on new business and advertising model for leading digital national newspaper.
- Board advisor London stock exchange listed publisher and e tailer.
- Hasbro traditional games and digital advice.

 **ACTIVISION | BLIZZARD** A NASDAQ listed company with \$7billion revenue.

General Manager Europe

April 2009 to May 2010

- Led and managed the licensed properties video games business across Europe with a team of 100.
- Developed global strategies as part of the global leadership team. Managed and developed key stakeholder relationships with key brand owners.

Achievements

- Grew the business to \$300m through development of a robust European marketing and commercial strategy .



LUCASARTS. General Manager Europe Lucas Arts at Activision

May 2007 to March 2009

- Led and managed the Lucas Arts video games business across Europe with a team of 50 and managed the relationship with Lucas Arts .

Achievements

- Oversaw growth of business from \$20m to \$150m.
- Reengineered commercial, digital, community and brand strategies to deliver increased sales and profit.



Warner Bros. A \$13 billion listed company with 8000 employees .

Group Marketing and Digital Distribution Director Warner Bros Entertainment,UK **Jan. 2004 to April 2007**

Directed and drove the marketing of UK brands. Maximised revenues and profit across key brands. Established UK digital distribution.

Achievements

- Changed the way Warner Bros. approached marketing through careful stakeholder and change management, to establish cross divisional brand teams including Batman, Harry Potter. This resulted in the generation of **£6m** incremental revenue and **£3m** savings.

EARLY CAREER

Warner Home Video, a \$1.5 billion company. Marketing Director

March 2003 – Dec. 2003

- Managed a team of 20 and an annual budget of \$18m. Achieved #1 company market share and largest ever UK DVD release.
- From 1994-2003 Marketing and Product Development Director Europe **Liberty Media**, Head of Marketing **BBC World Service** and Head of Marketing Europe **Walt Disney Home Entertainment**

DIRECTOR QUALIFICATIONS

B.Sc. (Hons.) Management Science (Marketing) University of Lancaster

Competent knowledge of spoken and written French

Member of Women in Games, Women on Boards and Creative Industries Federation