



Lee Price

SPECIALISING IN COMMS AND BRAND WORK THAT CUTS THROUGH

CAREER HISTORY

Director, Global Comms | Allbirds | March 2021 - Present
San Francisco

I create and manage big brand moments globally, storytelling around key issues and topics. Managing comms teams across the world, I oversee all consumer, corporate, and internal comms.

- In 2022, Allbirds released its first proper running shoe, the Tree Flyer - but didn't want to speak only to 'proper' runners. We hired Lindsay Lohan as our 'unexpected athlete', cue the immortal line: "Always avoid The Plastics" (IFYKYK).
- When Allbirds went public in 2020, I pointed out that nobody knew what an IPO was, let alone a sustainable IPO. So we got drum-bashing, Kardashian-loving, tattoo-wearing Travis Barker to break it down for the masses. Obviously.

Head of PR & Mischief | Paddy Power | June 2016 - March 2021
London/Dublin

I was responsible for PP's major brand activations, aiming to hijack high-profile sporting events while maintaining the brand's distinctive tone of voice. I was also PP's spokesperson for TV, radio, podcasts, and columns.

- Regarded as the brand's most successful campaign of all time, Save Our Shirt generated more than a billion impressions, trended for 48+ hours, and prompted debate across the media. It was named UK Campaign of the Year 2019.
- During the 2018 World Cup, we donated to LGBTQ+ charities each time Russia scored, to highlight their horrendous gay rights record. Resulting in global coverage, including live on CNN. It was named UK Campaign of the Year 2018.

Feature Writer | The Sun | December 2010 - June 2016
London

My wife jokes that I have an anecdote for every subject thanks to this job - as an ideas-led feature writer (vs hardcore news journalist) I did everything from camping out for a Royal Wedding to tracking gorillas in the African jungle, via interviews with Stephen Hawking and Usain Bolt.

The Sun was the best-read English newspaper in the world at the time. At 21, I became their youngest ever staff journalist. I was also Games Editor.

Associate Editor | Shoot! | November 2009 - December 2010
Brighton/Exeter

Starting while still at university, I worked for the iconic soccer magazine, interviewing high-profile players and writing features.

CONTACT

☎ 341.758.0426

✉ lee_price@live.co.uk

☎ +447825401293

🌐 /pro-attention-seeker

TL;DR

PR, comms, and brand specialist with experience across multiple regions and sectors - known for a creative, low-ego, relatable approach to work. And that's enough corporate buzzwords for one page...

HIRE ME FOR...

- Consumer, corporate, internal, and creative comms
- Attention-grabbing brand work and ideation
- Inspiring people management and development

HUMBLE BRAGS

- I've written five books, of varying quality, on soccer and fatherhood
- Young Journalist of the Year in 2014 British Press Awards
- I hold the Guinness World Record for most chocolate coins eaten in thirty seconds. Seriously.

REFERENCES

- Tim Brown, co-founder, Allbirds
- Paddy Power, Paddy Power
- Amy Jones, Features, The Sun