



**EXECUTIVE DIRECTOR/PRODUCTION RETAIL
ACTIVATION SPECIALIST AND PROJECT DIRECTOR.**

HELLO!

I am a senior-level commercial and creative professional with extensive experience leading projects, client accounts, production and retail activation programmes from initial concept through to delivery. A versatile and hands-on leader with expertise spanning executive direction, project management, account leadership, production management and experiential retail activation.

Experienced in managing complex, high-profile programmes, building strong client relationships and coordinating multidisciplinary teams, suppliers and stakeholders to deliver projects on time, to brief and to the required standard. Combining strategic thinking with strong operational and commercial awareness, with a particular focus on creating engaging retail experiences, activations and campaigns that bring brands to life in physical environments.

Recognised for a collaborative, solutions-focused approach, strong attention to detail and the ability to manage multiple priorities in fast-paced environments while maintaining clear communication, quality and delivery throughout the project lifecycle.

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EXPERIENCE

10+ YEARS

**EXECUTIVE DIRECTOR/PRODUCTION
DIRECTOR/RETAIL ACTIVATION SPECIALIST**

ACCOUNT/PRODUCTION DIRECTOR

PROJECT DIRECTOR/DEPARTMENT MANAGER/R&D

Pure innovation March 2016–Present

Senior project/production and manufacturing leader with over 10 years' experience across commercial print, retail production, manufacturing and brand activation. Leading the overarching production strategy and day-to-day operations of a high-volume production business specialising in retail fitouts, marketing and brand activations.

Responsible for translating client concepts and creative vision into commercially viable, high-quality physical environments and production solutions. Act as the key link between clients, creative teams and manufacturing, overseeing projects from initial concept and technical development through to production and delivery.

Bring extensive knowledge of materials, manufacturing processes and production techniques, developing detailed technical specifications that balance structural integrity, cost efficiency, functionality and premium aesthetic finishes. Experienced in leading complex, fast-paced production programmes while maintaining high standards of quality, efficiency and client delivery.

WEBSITE/PORTFOLIO

► www.ibebex.co.uk

SKILLS

- Executive Leadership & Strategic Planning
- Board-Level Governance & Business Operations
- Commercial Strategy & Budget Management
- Operational & Departmental Leadership
- Production Strategy & Manufacturing Operations
- End-to-End Production Management
- Supplier & Production Partner Management
- Complex Project Management
- Production & Installation Management
- Retail Activation Strategy
- Experiential Marketing
- In-Store & Point-of-Sale Activations
- Materials & Manufacturing Expertise
- Technical Problem Solving
- Bespoke Set Build & Fabrication

EDUCATION & QUALIFICATIONS

- BA (Hons) Degree art & Design
- National Diploma Level 3 art & Design
- City & Guilds Level 3 Painting Decorating
- National Diploma Home Economics
- Level 3 Childcare Development
- Adobe Creative suit
- Sports Massage
- FA IFAS
- Qualified skills worker CSCS card

Responsibilities include but are not limited to:

- Serve as a member of the Board of Directors, bridging strategic governance with day-to-day business operations and execution.
- Translate Board-level objectives and strategic priorities into actionable operational plans, ensuring effective implementation across the business.
- Provide director-level leadership across multiple departments and divisions, driving performance, accountability, collaboration and operational efficiency.
- Act as a key conduit between the Board and operational teams, providing commercial, production and operational insight to inform strategic decision-making.
- Fulfil director-level governance responsibilities, exercising appropriate care, diligence and oversight in support of the company's success.
- Lead and manage cross-functional teams across **CAD engineering, design, multidiscipline production managers, CNC operations, joinery and installation**, ensuring effective resource planning and delivery to deliver complex projects on time, within budget and to agreed design and brand specifications.
- Oversee managers and wider teams, providing leadership, mentoring and development while fostering a positive, collaborative and high-performance working culture.
- Direct the delivery of complex retail activations and experiential marketing programmes across flagship retail, wholesale, independent artists and pop-up environments.
- Oversee end-to-end production and delivery of live events, permanent and semi-permanent in-store product launches, new store concepts and in-store promotional campaigns.
- Lead global brand rollouts and activations, translating brand strategy and creative concepts into immersive, high-quality retail experiences.
- Develop and lead comprehensive brand activation strategies, project calendars, production plans and budgets within a fast-paced commercial environment.
- Serve as Account / Client Director for key accounts, building long-term strategic relationships and supporting revenue growth through consultative account management and project delivery.
- Manage project budgets, allocate resources and control marketing and production expenditure, coordinating external vendors and logistics partners to ensure efficient delivery.
- Oversee supplier and partner relationships, ensuring projects are delivered in accordance with agreed budgets, timelines, technical specifications and quality standards.
- Provide strategic and operational input across the full project lifecycle, from initial concept and planning through design, technical development, manufacture, logistics, installation and final delivery.
- Collaborating and consulting with fellow Directors internally, creative directors externally, external copywriters, internal sales teams, external agencies, deal directly with brands, retail centres, H&S officers, external suppliers and clients to design manufacture and install compelling promotional content and experiences from brief to reality.
- Allocate funds, assist in marketing spends, and coordinate with external vendors and logistics teams to deliver projects on time and within budget and to design specifications.
- Manage/comply and worked within H&S standards IS09001- IS014001 -FSC -FOGRA CERT- COSHH-ECOVADIS.

Commission Artist (Self-Employed)

Freelance | 2011 - Present\

Self-employed artist and creative professional with a strong eye for design, visual composition and detail, combining artistic creativity with a commercially focused approach to design. Experienced in developing original visual concepts and translating creative ideas into engaging, purposeful outcomes that consider both aesthetic impact and commercial requirements.

BE X L A W R E N C E

Bringing a strong understanding of colour, form, materials, proportion and visual presentation, with the ability to approach projects creatively while maintaining awareness of brand identity, audience and commercial objectives. Comfortable developing ideas from initial concept through to finished execution, with a hands-on and detail-driven approach to creative development.

This artistic background complements extensive professional experience across retail, production, manufacturing and brand activation, providing a distinctive ability to bridge creative vision, commercial design and physical execution.

- **Reviewing client briefs:** Understanding the specific visual style, dimensions, and mediums requested by the buyer.
- **Creating preliminary sketches:** Developing concept art, digital mock-ups, or rough drafts for client approval.
- **Executing the final artwork:** Painting, mural, illustration or designing the final piece according to the agreed-upon specifications.
- **Negotiating contracts:** Setting clear terms regarding pricing, deadlines, copyright ownership, and revision limits.
- **Managing client communication:** Providing regular progress updates and handling feedback professionally.
- **Handling revisions:** Making necessary adjustments to the artwork based on client critique while respecting the original agreement.
- **Financial bookkeeping:** Managing invoices, tracking expenses, filing taxes, and pricing artwork to maintain profitability.
- **Sourcing supplies:** Ordering and managing inventory for high-quality art materials, software licenses, or studio equipment.
- **Shipping and logistics:** Safely packaging, insuring, and mailing physical artwork to clients or creating artworks in people's homes or businesses.
- **Maintaining a portfolio:** Updating websites and digital galleries with recent work to attract new clients.
- **Social media marketing:** Sharing behind-the-scenes content, reels, and finished pieces to grow an audience.
- **Networking:** Connecting with art directors, local galleries, and potential clients to secure future commissions.

Head of Media & Business Development Manager

Powerhouse Cloud | 2014 - 2016

- Led business development initiatives, identifying new commercial opportunities, expanding the agency's client portfolio and contributing to the development of new revenue streams.
- Developed and maintained strong client relationships, understanding commercial objectives and translating them into effective media and digital solutions.
- Directed end-to-end website development projects, overseeing the process from initial UX/UI planning and creative direction through to final deployment.
- Managed and coordinated external and internal web development teams, ensuring projects remained aligned with client branding, functionality, timelines and agreed requirements.
- Worked closely with clients and creative teams to translate brand objectives into engaging, user-focused digital experiences.
- Managed the planning, production and strategic placement of radio advertising campaigns, ensuring campaigns were aligned with client objectives and target audiences.
- Coordinated the complete radio production process, including script development, copywriting, voiceover recording, production and media buying.
- Liaised with media partners, creative teams, voiceover talent and clients to ensure campaigns were delivered efficiently and to brief.
- Oversaw campaign budgets, timelines and external suppliers, maintaining commercial control while ensuring high-quality creative execution.

Assistant Manager & Account Manager

Uriah Woodhead and Son's | 2012 - 2014

- Managed the building materials division, overseeing day-to-day operations, supply chain logistics, inventory management and B2B client accounts.
- Coordinated procurement, stock availability and supplier relationships to support efficient business operations and consistent customer service.
- Managed and developed B2B client relationships, ensuring customer requirements were understood and effectively delivered.
- Led the end-to-end development and launch of a major new showroom, from initial concept and planning through to construction, fit-out and operational opening.
- Developed the overall showroom concept and spatial design, creating bespoke product display environments designed to maximise product visibility and customer engagement.
- Planned showroom layouts to optimise customer flow, product presentation and commercial use of the available space.

Head of Operations, Assistant Physio & Pastoral Carer Richmond International Academic Soccer Academy (RIASA)

Leeds met campus and Bradford College | December 2009 - 2011

- Supported the day-to-day operations of the Leeds campus, coordinating facilities, logistics and practical support for student-athletes within a football scholarship programme.
- Provided pitch-side assistant physiotherapy and first aid support during training sessions, matches and competitive fixtures, responding promptly to player injuries and immediate medical needs.
- Assisted with the preparation and ongoing welfare of student-athletes, helping to maintain a safe, professional and supportive sporting environment.
- Acted as a dedicated Pastoral Care Officer, providing day-to-day guidance and support to international student-athletes adapting to life away from home.
- Supported the mental, emotional and general wellbeing of international students, providing a trusted point of contact for personal, academic and pastoral matters.
- Helped students navigate the practical and cultural challenges associated with living, studying and playing football in a new environment.
- Built strong relationships with student-athletes, creating an approachable and supportive environment where individuals felt comfortable raising concerns or seeking guidance.
- Liaised with relevant staff and stakeholders regarding student welfare, academic considerations, accommodation, facilities and general pastoral requirements.
- Supported the development of a positive team culture, promoting professionalism, respect, wellbeing and personal responsibility among student-athletes.

Outside of my professional career, I maintain an active creative practice as a self-employed artist, which continues to strengthen my eye for design, visual detail, materials and commercial aesthetics.

REFERENCES AVAILABLE

David White MD Pure innovate- davey01@hotmail.com contact number -07918 103435
Janine White owner Pure innovate- cbw42@hotmail.com