



EXECUTIVE DIRECTOR/PRODUCTION DIRECTOR/RETAIL ACTIVATION SPECIALIST

HELLO!

I lead the overarching production strategy and daily operations for a high-volume print and production manufacturing business, specialising in retail marketing and brand activation.

Direct the creative vision and manufacturing builds, acting as the primary bridge between client conceptualisation and physical production.

Utilising my vast expertise in materials and manufacturing process to develop precise technical specifications, ensuring structural integrity, cost efficiency, and premium aesthetic finishes.

10 years of leadership experience in the commercial print, production and manufacturing.

EMAIL

bex@ibebex.com

PHONE

+44 7342 035781

LINKEDIN

<https://www.linkedin.com/in/bex-lawrence-229a89ba>

EXPERIENCE

10+ YEARS

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

-ACCOUNT DIRECTOR/PRODUCTION

-DIRECTOR/MANAGER

-R&D DIRECTOR/DEPARTMENT MANAGER

Pure innovation March 2016-Present

Serve as Account/Client Director for key accounts, fostering long-term relationships and driving revenue growth through strategic consultation and flawless project execution.

Leading/driving and converting global brand roll outs and activations into immersive retail experiences.

Directing and managing cross functional teams, budgets, executing campaigns across flagship, wholesale, independent artists and pop-up environments.

Oversee cross-functional teams across design, production, and installation to deliver complex retail activations on time and within budget over a 10-year tenure.

WEBSITE/PORTFOLIO

<https://ibebex.co.uk>

SKILLS

- Strategic planning & execution
- Board relations & governance
- Director level Leadership
- Project director
- Account director
- Retail marketing
- Print/production
- Manufacturing process
- Artistic set build
- Engineering
- SolidWorks/Technical CAD literate

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

REFERENCES AVAILABLE

Commission Artist (Self-Employed)

Freelance | 2011 - Present

Produce bespoke fine art commissions for private clients, managing the entire process from initial consultation and conceptualization to final delivery. Maintain a strong portfolio while balancing timelines, material sourcing, and client expectations.

Head of Media & Business Development Manager

Powerhouse Cloud | 2014 - 2016

Spearheaded business development initiatives, expanding the agency's client base and driving new revenue streams.

Directed comprehensive website build projects from UX/UI planning through to final deployment, ensuring alignment with client branding and functional requirements managing web developers on site.

Managed the production and strategic placement of radio advertising campaigns, coordinating scriptwriting, voiceover recording, and media buying.

Assistant Manager & Account Director

Uriah Woodhead and Son's | 2012 - 2014

Managed the building materials division, overseeing supply chain logistics, inventory management, and B2B client accounts.

Led the end-to-end design, construction, and operational launch of a major new showroom.

Conceptualized and designed the spatial layout, creating bespoke display spaces that optimized product visibility and enhanced the customer experience.

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

Leeds met campus and Bradford College | December 2009 - 2011

Directed daily campus operations at the Leeds campus, ensuring seamless facility management and logistical support for student-athletes.

Provided critical pitch-side assistant physiotherapy and immediate first aid during training and competitive fixtures.

Acted as a dedicated pastoral carer, supporting the mental, emotional, and academic well-being of international students living away from home.