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# ANDREW SENIOR

## PROFILE

Highly respected international expert in the creative economy, with a particular emphasis on policy making and entrepreneurship. Extensive experience having worked in a range of emerging economies for over ten years, across all the sectors of the creative industries. A wealth of experience of policy issues including copyright, cultural diversity, cultural relations, business support and development, entrepreneurship, investment, training, mentoring and the impact of digitisation and social media.

Significant experience as an expert speaker at conferences and seminars in over 20 countries around the world. Experienced team leader, chair, moderator, board member and adviser.

Extensive international network of policy makers, creative entrepreneurs, cultural leaders and academics.

Expert member of UNESCO/EU panel on cultural diversity.

## CREATIVE ECONOMY EXPERIENCE

**DIRECTOR, ANDREW SENIOR ASSOCIATES LTD** LONDON, UK 2010-DATE

Specialist creative economy agency supporting the development of sustainable policy and wider interventions, with an emphasis on stimulating wider entrepreneurship in the creative sector. Projects include the creation of a new UK network of creative entrepreneurs: the Guild of Creative Entrepreneurs. The Guild's *Manifesto* will be launched in February 2011.

**SENIOR EXPERT CREATIVE ECONOMY, BRITISH COUNCIL** LONDON, UK 1999-2010

Established, in 1999, and subsequently led strategic development of the Creative Economy programme.

It became one of three main themes of British Council activity. Projects (key highlights) included:

- International Young Creative Entrepreneur programme (awards, industry tours, South-South trade development, network with members in over 50 countries, 2004-2010),
- Nurturing the Creative Economy seminars (participants included Gilberto Gil, Lawrence Lessig, Chris Smith, 2004-2008),
- Developing the Creative Economy (stimulated significant policy change in Colombia, Estonia and Indonesia, 2002-2009),
- YCE Club (support programme for young creative entrepreneurs in Colombia, Poland, Turkey & the UK, 2008-2010) and
- India's Creative Future (over 1,100 applications for 20 places on a specially created summer school for creative entrepreneurs, with the Indian Institute of Management Bangalore, 2005-2007).

At evaluation all of these projects consistently scored highly in terms of impact, professional development and quality of intervention.

In 2004, at their request, I was seconded to the London 2012's Olympic & Paralympics bid team for six months to work on the culture/legacy part of the bid.

**PROPRIETOR, ENTERPRISE & CULTURE** LEEDS, UK 1995-1999

Consultant providing project management services largely within the performing arts sector. Clients (key projects) included:

- Royal Shakespeare Company (*Culture, Business & Society* conference for RSC/Allied Domecq plc 1997, RSC Annual Review 1997 & 1998, Education Review 1999),
- West Yorkshire Playhouse (Theatre in Prison tour & Criminal Justice Conference with HM Prison Service & Cat A Theatre Company 1995, European Young Directors School with European Union, Open Society Institute and British Council funding 1996, advisor on international engagement programme, produced productions of Arthur Miller's *The Crucible* with a Georgian production team 1996, and Cheryl L West's *Jar the Floor*, 1997),
- Carnival Messiah Company (project management, working in both Trinidad & Tobago and the UK, 1997-1999).

#### LEGAL EXPERIENCE

**ASSOCIATE PARTNER, DAVID YABLON MINTON ELLIS** LEEDS, UK 1994-1995  
Associate Partner, Company and Commercial Department

**SOLICITOR, DIBB LUPTON BROOMHEAD** LEEDS, UK 1993  
Head new specialist division focussed on property litigation

**ASSOCIATE PARTNER, WANSBROUGHS WILLEY HARGRAVE** LEEDS, UK 1988-1992  
Assistant Solicitor rising to Associate Partner, Commercial Department

**ASSISTANT SOLICITOR, ROLLITT, FARRELL & BLAYDON** HULL, UK 1986-1988  
Assistant Solicitor, Company and Commercial Department

**ARTICLED CLERK, DIBB & CLEGG** LONDON & YORKSHIRE, UK 1984-1986  
Trainee Solicitor

#### EDUCATION

Chester College of Law, UK - Law Society Finals, 1983-84

University of Birmingham, UK — LLB (Hons) Law, 1980-83

#### SKILLS

I have a wide range of skills, honed by working in a diverse range of environments and with diverse groups of people. My leadership and people management skills are particularly strong. I am a natural strategist and lateral thinker; this ability to vision is matched by an exceptional record of delivery. An ethical perspective is very important to me and I seek to develop trust within every working relationship. I have the ability to see both the big picture whilst still having attention to and understanding the importance of detail. I empower team members, developing their skills and motivating them to achieve.

My communication skills are my other major strength. I am very good at listening and establishing an empathy with people, at understanding different perspectives and at problem solving. I am as happy briefing a small group as addressing a major conference. I write regularly and in many different forms, from policy papers to briefing papers, from reports to press releases.

Other skills include:

Analysis and decision making (over 20 years experience)  
Artist management and liaison (over 15 years experience)  
Budgetary and financial management, including income streams (over 20 years experience)  
Business development and management (over 20 years experience)  
International cultural relations development (over 10 years experience)  
Negotiation and diplomacy, within and between organisations and individuals (over 20 years experience)  
Network development and management (over 20 years experience)  
Press and Media relations (over 20 years experience)  
Project and Contract management (over 20 years experience)  
Strategy development and visioning (over 15 years experience)  
Team management and development (over 20 years experience)

#### REFERENCES

Rt Hon Lord Smith of Finsbury PC, Secretary of State for Culture, Media & Sport (1997-2001), Founding Director of the Clore Cultural Leadership Programme (2002-2008), Chair, Environment Agency (2008-date)

Sir Chris Powell, founder and former CEO & Chairman of leading international advertising agency BMP DDB, Chair, Institute of Public Policy Research (IPPR) (2001-2008), Chair, British Council Creative Industries Advisory Panel (2001-2009), Chair, National Endowment for Science, Technology and the Arts (NESTA) (2003-2009), Vice Chair, UK Public Diplomacy Board (2006-2009)

[Contact details will be provided upon request]

March 2011