

ALI OWEN-THOMAS

+44 (0) 7720 396967

ali@alitheproducer.co.uk

www.alitheproducer.co.uk

SUMMARY

I cut my teeth on the project management and production of events for global pharma brands. Over 15 years later and my passion is focused towards the production of brand experiences, large scale events, greenfield projects and festivals. I'm confident being front and center, but do not pull focus, I relish breaking new ground and turning concept into tangible.

KEY SKILLS

- **Producer** – Exceptional ability to define and coordinate each moving part within a project
- **Production Manager** – A decade of hands-on experience, knowledge and expertise
- **Technical Production** – I know the difference between an XLR and an IEC.
- **Full Budget Ownership** – Budgets and deadlines are agreed and respected
- **Team Leadership** – Using adaptive communications to keep teams and stakeholders fully engaged

MOST RECENT CAREER HIGHLIGHTS

- **2022 – NBC Sports Super Bowl LVI – Firecracker Works / Ruby J Events** – Production Manager responsible for overseeing the end to end delivery of the official NBC Sports pre-party to Super Bowl LVI – Los Angeles, CA.
- **2021 – Lady Gaga 'Love For Sale' with Westfield - Amplify** – Production Director responsible for the preproduction and planning of all elements required to deliver the technical production of the live show.
- **2021 – Sky Glass 'Retail Experience' – Amplify** – Production Manager responsible for the delivery of a live experience that was simultaneously installed and then went live across 10 UK venues.
- **2021 – McLaren – MediaMonks** – Production Manager responsible for site, set & staging - Global Launch for their newest hypercar 'Artura'
- **2020 – Dua Lipa – block9** – Production Manager for set and staging on the 'Studio 2054' record breaking live streamed performance (over 5 million views).
- **2019 – Bentley Motors Centenary Celebrations** – UNIT19 Ad Age Production Company of the Year
- **2018 - 17 UK & 1 EU Music Festivals** – Head of Brand Production for Global/Broadwick live festivals

KEY PROJECTS OVERVIEW

Event: NBC Sports Super Bowl LVI Official Pre Party

Role: Production Manager – Freelance contract Firecracker Works

October 2021 – February 2022

Summary – A complex production involving all event infrastructure being lifted by crane to the 8th floor rooftop of a building in LA. A project that pushed my experience and me and really brought some exciting technical challenges.

Event: Lady Gaga 'Love For Sale' with Westfield / Sky Glass

Role: Lead Producer – Freelance contract People

April – May 2021-05-07

Summary – Working across three time zones remotely from the UK I held responsibility for the delivery of this eminent medical college's 2021 graduation which contained a keynote address from Dr Anthony Fauci. Responsibilities, in this client-facing role included: daily client meeting, management of virtual environment creation and delivery, management of project team, liaising with tech suppliers and project technologists overseeing delivery of all 2D graphical assets, scheduling of rehearsals and delivery of live show.

Event: Dua Lipa Studio 2054

Role: Production Manager Set & Staging – Freelance contract block9

October – November 2020 (2 months)

Summary: An exceptional opportunity to work with block9 on Dua Lipa's 'Studio 2054' live stream which was view globally by over 5 millions fans.

Working directly with Gideon Berger I held the responsibility of production managing all aspects of the project from design phase through to build and onsite delivery. In addition I was central to sourcing and managing all key stakeholders, departments and crew involved in the design and production of all set and scenic elements for this record breaking event.

Event: Bentley Motors, EXP100 GT Global Launch

Role: Production Manager – Freelance contract UNIT9

May 2019 – August 2019 (3 months)

Summary: A true career highlight where, as part of the **award winning* UNIT9 team, I held responsibility for managing the preproduction and delivery of an extraordinary and complex build project involving the external and internal wrapping and then fit-out of Bentley Motors flagship showroom at their manufacturing facilities in Crewe. As centrepiece for their centenary celebrations, Bentley created a concept car that was launched to a global audience during a live broadcast which kick-started a run of 14 days of back to back live shows & receptions for invited dignitaries, VIPs, press and guests.

**UNIT9 Ad Age 2019 Production Company of the Year.*

Events: 17 UK Music Festivals / 1 European Music Festival

Role: Head of Brand Production (Global Festivals & Events) – Freelance Broadwick Live / Global

March 2018 - September 2018 (7 months) London

Summary: Responsible for overseeing the delivery of each branded experience activated across the Broadwick Live / Global Festivals portfolio of UK and European Festivals. The role bridged the air gap between brand/agency, festival management and festival operations & site teams. A mix of adaptive communication, extensive festival site experience and understanding the language of brands, provided the tools necessary to filter, troubleshoot and ensure that each partner was afforded the time and support required to deliver experiences to their fullest potential.

SUMMARY ADDITIONAL RECENT FREELANCE PROJECTS (2017-PRESENT)

Weill Cornell Medical Qatar 2021 Graduation: Producer Production Manager (People Creative Abu Dhabi)

MARS Studio: Studio Manager (Bild Studios)

Halloween Festival – Al Maryah Island Abu Dhabi: Production Manager (Action Impact)

Beats by Dre – Winter Olympics : Seoul, Korea – Multiple experiences including store takeover , seeding space and Jamie XX party.

Beats by Dre Brit Awards After Party: London – Senior Producer (MKTG)

YouTube Reboot: London – Producer (AMV BBDO / AMV Live)

Google Cloud Next: Multi-EU cities – Production Manager, Breakout Rooms, Leaders Circle.
Boardmasters Festival/Lovebox: Corona Sunset Stage – Production Manager. (Made Up)
Camden Town Brewery Launch (Enfield) – Production / Site Manager.
Big Festival/Kew The Music: Brancott Estate 'Big Red Shed' – Production Manager (Made Up)
Global Launch Jaguar Sportsbrake: Producer (Sketch)
Dentsu Aegis Networks (DAN) Live: Production Manager – Breakout Rooms (TVC LTD)
Adidas Tubular Shadow Launch: Studio Spaces, E1 Production Manager (Local) (Sparkle Street)

SENIOR PRODUCER - FREELANCE (2013-PRESENT)

Role: A hybrid and client facing role that draws on an in-depth working knowledge of the production of multi-faceted experiential projects that integrate: physical build, video and the ever-evolving landscape of creative technology.

Employers: Amplify , block9, Wonderland, People Creative, Action Impact, MKTG INC, Global, Broadwick Live, Live Nation, Firecracker Works, Sketch Events LTD, Made Up LTD, Sparkle Street, Mama & Company, Event Innovations, C3 Productions, Eco Action Partnership, Firefly Clean Energy, Phonophobia Ltd.

Brand experience includes: Accessorize, Adidas, Apple, Beats by Dre, Bentley Motors Limited, Boxfresh, Corona, Harley Davidson UK & Region Europe, Jaguar Land Rover LTD, Ketel One Vodka, Laurent Perrier Orangery, Nandos, Martin Miller's Gin, Mulberry, Pernod Ricard UK (Brancott Estate, Chivas Regal), Red Bull, Volvo.

EVENT PRODUCER/PROJECT MANAGEMENT – PERMANENT (2007-2013)

Firefly Solar (Clean Energy) Project Manager: April 2011 – April 2013

Summary: End-to-end management and production of live events and the management of complex design and build projects.

West End Studios - Project Manager: October 2010 - April 2011

Summary: A client facing role including the management, design and delivery of simultaneous projects including: exhibition stands, global sales conferences, and product launch events.

West End Studios - Project Coordinator: September 2007 - October 2010

Summary: Closely working with account management team across simultaneous project to ensure their successful delivery.

CERTIFICATIONS

UK Driving License: Full. Vehicles up to and including 7.5t,
IOSH Managing Safely in Exhibitions & Events
Applied Scrum for Agile Project Management
NPORS OPERATOR 'Telescopic Handler & Counterbalance Forklift,
Personal License (BIIAB Level 2)

LANGUAGES - English: Native speaker, French: conversational

INT'L EXPERIENCE - Abu Dhabi, Dubai, South Korea, Morocco, Russia, USA, Europe (extensive) UK & Ireland.

EDUCATION - University of Brighton: FdA, Music Production, 2005 – 2007 - Solent University: BA, Leisure Management, 1998 - 2001 - Epsom College: 3 A Levels 10 GCSE