CREATIVE TECHNOLOGY AND AI · LONDON

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I spent 15 years making creative businesses run. Now I build the tools that make them run better.

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01 · IN SHORT

I know how creative work gets made, because I ran the operations behind it: studios, resourcing, budgets and people, across organisations of up to 900.

I also build. I founded impossible Question and shipped its platform from concept to live. Then a freelancer directory, and brand and website work. I build with AI, and I build quickly.

Most people who bring AI into a creative business know the technology or know the work. I know both.

I am looking for a creative technology or AI role in a creative business: finding where AI earns its place, building it, and getting people to use it.

15+ years
IN CREATIVE OPERATIONS

900 people
LARGEST ORGANISATION

$25M
P&L OWNED

45%
OPERATIONAL COST REDUCTION

02 · WHAT I BRING

I know the work
15 years inside creative operations. I know where the time goes, where briefs go wrong, and what people will and will not adopt.

I build it myself, quickly
A SaaS platform, a directory and websites. Who Made The Work went from concept to delivery in 4 weeks.

I get it used
Building a tool is half of it. I have launched systems and ways of working across London, Manila and New York, and made them stick.

I see it differently
I start with how tech can help people at work, not with the tech. That is where the useful ideas are.

I own the numbers
$25M P&L owned. Operational cost down 45%. $600K saved a year. I can tell you what a change is worth.

A taste for change
I have merged departments, rebuilt operating models and restructured a business. Change is the job I keep choosing.

03 · WHAT I HAVE BUILT

impossible Question
PLATFORM · 2025 TO NOW

A decision-governance platform for marketing teams: iQ Brand Hub, iQ Brief and iQ Analytics. I built the product and the business around it: brand, advertising, go-to-market, sales strategy, decks and website. One year in development and pilot.

impossible-question.com

Who Made The Work
WEBSITE · AI SEARCH
AUTOMATION · STRIPE

A directory of the freelancers behind award-winning work. AI search runs 7 checks across freelancers and their websites. 38 email automations run the membership, wired into Stripe. 662 checked freelancers, 351 award-winning pieces, 64 award shows. Concept to delivery in 4 weeks.

whomadethework.co.uk

BDaaS
BRAND · WEBSITE · SOCIAL

A brand redesign. Images and mood boards first, then the look and feel, then the website as working mock-ups to click through. Also a presentation master, and social media and LinkedIn posts.

b-daas.com

04 · EXPERIENCE

impossible Question

Founder and Product Owner

LONDON
2025 TO NOW

- Founded a B2B SaaS company building a decision-governance platform for marketing organisations. It puts scoring, versioning and approval workflows into the briefing process.
- Designed and shipped the platform from concept to live using AI-assisted development: multi-tenant SaaS, React, Supabase and Postgres with row-level security, serverless functions.
- Built it with an agentic AI build system. The software is supported by 17 AI agents running on LLMs, including OpenAI models. Each one is governed by the brand and the user.
- Built and ran the adoption path: enterprise pilot, user onboarding and a phased roadmap. Designed the commercial model, pricing and packaging.

Bopper Media

Global Operations Director

LONDON AND MANILA
2023 TO 2025

- Turned a digital ventures business into a commercially structured marketing agency. Owned a $25M P&L.
- Sourced, onboarded and launched the Function Point PM system across London and Manila.
- Cut operational cost by 45% through restructuring and process redesign.
- Put automation and AI into workflow operations. Led teams across Sales, Creative, Production, Finance, HR and IT.

FIRST Agency

Global Resources Director

LONDON AND NEW YORK
2021 TO 2023

- Built a global workforce operating model across a 900-person agency, with capacity and utilisation benchmarks where none existed.
- Managed a $5M OPEX budget. Saved $600K a year through structural optimisation.
- Built and integrated in-house Strategy, Creative, Design and Production functions.

Octagon & FRUKT

Creative Services Director

LONDON
2017 TO 2021

- Brought two departments together after a merger, into a single way of working.
- Grew a permanent creative studio from 3 to 50 staff, in line with revenue growth.
- Cut freelance cost by 20% a year while running 30+ concurrent projects.

05 · TOOLS AND EDUCATION

AI and development	Claude · Claude Code · OpenAI · Cursor · Supabase · Vercel · Hugging Face · Zapier
Operations and resourcing	Workfront · Float · Monday · Function Point · Smartsheet · TrafficLive
Commercial and data	Salesforce · HubSpot · Advanced Excel · Microsoft 365
Education	BA (Hons) Media Production, 2:1. University of Lincoln.