

David Dawson

A senior eLearning consultant with award winning experience in video and rich media content.

- Since setting up ddp Enterprises seven years ago David has led major learning projects for clients that include: ITV, the BBC, Lloyds Bank, Reed Executive, Met Film School, Channel 4, the British Film Institute, Olympic FilmNation, Arts Alliance, IBC and charities including Revolving Doors, Hestia and Ethiopiaid.
- David created the BBC's award winning learning portal and became its project director for three years.
- With ITV he led a two-year project to develop rich media learning resources for compliance training.
- As head of production training at the BBC across TV, Radio and Online he was responsible for introducing a blended learning culture to BBC's learning and development.
- David was R&D director of Reed Executive for two years, developing the Reed Training brand.
- More recently, as operations director of the BFI's FindAnyFilm.com website he successfully delivered a significant anti-piracy tool for the film industry.
- As a former award winning radio and television producer his programmes have been broadcast around the world.

Primary Capabilities

- David is a reliable and experienced leader of learning projects.
- He has a passion for combining story-telling with a range of technologies to create engaging learning resources.
- He is skilled in managing project teams of talented people to deliver high quality learning products on time and on budget.

Preferred activities

- Creating original and thought provoking learning content for a range of media platforms.
- Leading major projects with strong narrative structures.
- Needs assessment and feasibility studies.
- Developing e-learning strategies.

Primary sector experience

- Broadcast and multi-media companies
- Recruitment
- Higher Education

Strengths

- Project direction and leadership
- Leading strategic and creative thinking
- Feasibility studies and needs assessment
- Maintaining momentum and enthusiasm

Awards and qualifications

- o Nominated for an Industry BAFTA
- o Medical Radio Journalist of the Year
- o British Video Association industry award (FindAnyFilm)
- o Community partnership award (through Reed Executive)
- o Fellow of the Institute of Personnel Management

Employment history

Current:

Director: **ddp Enterprises** **2006/present**
Digital media innovation and production company

Clients include:

BBC, ITV, Lloyds/TSB, Reed Executive, BFI, Channel 4, IBC, Met Film School, Arts Alliance, IBC, Olympic FilmNation, Bournemouth University, Anglia Ruskin University, Help the Hospices, Revolving Doors, Hestia, Ethiopiaid

Key projects include:

ITV compliance training - e-learning products developed to train 2,500 production staff in OFCOM regulations, copyright and law

IBC Production Village in Amsterdam – providing a comprehensive range of training sessions and online materials for broadcasters

Bournemouth University – developing ParaShoot – an online risk assessment learning and monitoring system for media producers

Lloyds/TSB – Developing a strategy for delivering the organisation's consolidated compliance toolkit

British Film Institute – consulting on digital strategy for the UK film industry. Building a cinema audience data analyser.

Previous work:

Head of Production Training **BBC**

Leading a team of trainers and developers responsible for training across TV, Radio and Online.

Project director **BBC's intranet training system**

An award winning intranet-training system for staff and internationally based contractors

Director of R&D **Reed Executive**

Established new online training services and consultancy for the company

TV Producer and series producer

Worked with BBC and Mentom Films on business and entertainment programmes for mainstream channels BBC1 and BBC2.

Training Manager with Hewlett Packard

Based first in Geneva, Switzerland and then Cupertino, California, developed and delivered face-to-face courses and eLearning materials supporting office products.

Education and training

University of Southampton
B.Sc. (Hons) Mathematics with French
BBC Journalist scheme

Awards

WOLCE award for best online system
BAFTA Industry award for BBC2 television programme
Medical Journalist of the year for Radio 4 documentary

Languages

English, French

Interests Writing my novel and short stories, restoring Art Deco cinemas, skiing, music

References

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| Gareth Jones | <i>Line Communications</i> |
| Tim Cagney | <i>Deputy Chief Executive BFI</i> |
| James Reed | <i>Chairman Reed Global PLC</i> |

Contact

David Dawson
7 Park Terrace
Thame
Oxfordshire
OX9 3HZ

Tel: 01844 214585
Mobile: 07740 051529
Email: david@ddpenterprises.co.uk