

David Dawson-Pick

Leading key projects that deliver compelling story content across a range of media platforms.
Specialist in interactive learning.

- As an award winning television and radio producer his programmes have been broadcast around the world.
- Before setting up DDP Enterprises Ltd he was the BBC's head of production training. He devised and implemented blended learning programmes to support the BBC's push into interactive media.
- As director of R&D for Reed Executive he developed the company's learning business and led a team to set up the first privately-run welfare to work programme.
- As director of the BBC's intranet learning system he delivered e-learning to over 25,000 staff.

- David advises blue-chip companies, public sector bodies and the voluntary sector on successful strategies for e-learning.
- He was part of a Cabinet Office think-tank on e-learning to support the government's skills agenda.

Primary Capabilities

- David is a reliable and experienced project director with a passion for creating engaging content that makes the best use of interactive media.
- He is able to draw on a broad base of talented people to assemble a project team capable of delivering high quality on time and on budget.

Preferred activities

- Project planning and leading
- Developing e-learning strategies
- Creating compelling stories to make engaging content
- Needs assessment and feasibility studies

Other disciplines offered

- Leading creative sessions on corporate story-telling
- Usability testing of existing web and e-learning content
- Assessment of potential to innovate and develop blended learning

Primary sector experience

- Radio, television and online broadcasting
- Computer hardware and software
- Publishing
- Government
- Recruitment

Strengths

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

Awards and qualifications

- o Medical Radio Journalist of the Year
- o Nominated for an Industry BAFTA
- o Community partnership award (Reed)
- o Fellow of Institute of Personnel Management

Employment history

Current:

Director: **ddp enterprises** **2007/**
Media innovation and production company
Current projects include: viral video marketing campaign; creativity workshops for TV and web video production; e-learning strategy and production
Clients include: ITV, Channel 4, IBC, Reed Executive, UK Centre for Excellence in Media Production (CEMP), Help the Hospices, Ethiopiaid

Previous:

Head of production training **BBC** **2004/07**
Training strategy and delivery in radio, television and online production

Project Director **BBC Create** **2003/04**
Led the launch of a pan-BBC user generated content initiative

User experience director **BBC Digital Curriculum (BBC Jam)** **2002/03**
Led a team working with external consultants on developing a user environment for the Digital Curriculum

Executive Producer **BBC Production Modernisation** **2000/02**
Overseeing the testing and development of new broadcast technology and production processes across a range of BBC output, including digital services and web platforms

Project director **BBC's intranet training system** **1998/00**
An award winning intranet-training system using wideband services for high quality video and audio training content

