

David Dawson

Leading key projects that deliver compelling content across a range of media platforms.

- Since setting up ddp Enterprises nearly five years ago David has led major projects for clients that include: BBC, ITV, IBC, UK Film Council, FilmClub, Olympic FilmNation, Channel 4, Reed Executive, Ethiopiaid and BFI
- He has worked closely with the UK Film Council to support the UK film industry's transition to the digital age
- As director of the BBC's intranet learning system he delivered e-learning to over 25,000 staff. David led the user experience team for BBC Jam – online learning materials supporting the UK's National Curriculum
- 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 an award winning radio and television producer his programmes have been broadcast around the world.
- David has advised blue-chip companies, public sector bodies and the voluntary sector on successful digital strategies in media
- 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 digital media
- He is able to draw on a broad base of talented people to assemble a project team capable of delivering high quality products on time and on budget

Preferred activities

- Planning and leading projects with a strong technology base
- Needs assessment and feasibility studies
- Leading user-centred product development
- Developing e-learning strategies and content

Primary sector experience

- Media across all platforms
- Technology: hardware and software
- Public sector
- Recruitment

Previous work:**Head of production training BBC**

Leading the BBC's training strategy and delivery in radio, television and online production skills

User experience director BBC Digital Curriculum (BBC Jam)

Leading a team working with external suppliers on developing a user environment for BBC Jam

Project director BBC's intranet training system

An award winning intranet-training system using broadband services for high quality video and audio training content

Director of R&D Reed Executive

Established new training services and consultancy for the company and led the start up of the UK's first commercial welfare to work programme

TV Producer and series producer

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

Training Manager for Hewlett Packard

Managing software training for customers and staff across Europe based in Switzerland.

Education and training

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

Languages English, French

Interests Restoring Art Deco cinemas, skiing, music, French literature

Referees Peter Buckingham *Head of Distribution & Exhibition, UK Film Council*
James Reed *Chairman Reed Global PLC*

Contact

David Dawson
Greentrees,
Hotley Bottom Lane
Prestwood,
Buckinghamshire,
HP16 9PL

Tel: 01494 868351
Mobile: 07740 051529
Email: david@ddpenterprises.co.uk