

Long Hours? Always On Call? Yup!

Project Management has been a part of my life for almost two decades without even realising it at times. Whilst some of my project management skills have been codified through my university education and industry experience, others have been the simple case of learning on the job. I live by the mantra that 95% of what I'm being recruited for is to be there for the 5% when things *seriously* go wrong. Just like a pilot's biggest responsibility is the time when the plane is below 10,000ft.

I've been lucky enough to work on some ground breaking Sim Racing projects, including Porsche and BMW's first ever public live Esports events, and adapting to various E/Motorsport challenges in real time due to the COVID-19 Pandemic. I have experience in various planning, design and execution roles in Sim Racing, working with internationally renowned clients, as well as my own projects alongside RaceSpot TV, the online Sim Racing broadcaster I helped establish.

I have put my project management skills to use in my career as a Planning Consultant, Student Success Team Leader, and Academic, examples of which you can find below and in my portfolio of work.

PROJECT MANAGEMENT ROLES

- 2022

International Watch Group - Battersea, London

Project Manager (Esports) - Responsible for creating a format deliverable in an offline format, minimising 'in game downtime', and creating custom graphics & seeding charts.

Responsible for ensuring smooth driver flow throughout event, and liaison with on site tech / hosting teams.

- 2022

RaceSpot Open House - Simply Race, Milton Keynes

Responsible for the design and execution of the RaceSpot Open House event, at Simply Race, Milton Keynes.

Responsible for the design and execution of three on-site Sim Racing events using the iRacing Platform, broadcast on site and online simultaneously. Responsible for sponsorship & prizes for each of these, from BMW & Porsche.

Responsible for on-site operations, including people flow & management, legal requirements (Sale of alcohol evacuation needs, etc), and A/V content delivery alongside event director.

- 2020

Verizon / Penske Motorsports

Responsible for delivering a multi-platform online event during the COVID-19 Pandemic for Verizon, encouraging viewers to 'Pay it Forward' by supporting local businesses in the form of gift cards / online purchases.

Responsible for co-ordinating with Penske Motorsports' drivers across IndyCar, NASCAR and Supercars, providing tech support, and ensuring feeds are amalgamated then distributed to Facebook, Twitch, Twitter (X), and YouTube.

Succeeded in being the most viewed #PayItForward broadcast of Verizon's activation across Esports and Entertainment.

- 2020

Porsche Virtual Mobil 1 Supercup

Project Manager (Esports) to support the transition of the Porsche Mobil 1 Supercup to a virtual platform due to the COVID-19 Pandemic.

Responsible for communicating with all drivers in the form of drivers briefings and race director notes. Led co-ordination between various Sim Racing departments to

ensure rules implementation, race briefings and race reviews are completed and disseminated.

Worked with TV partners to ensure effective broadcast feed delivery across Europe, including Eurosport, TV1 (Germany), and Ziggo Sports (Netherlands). Co-ordination with various partners to ensure delivery of feeds in English and German, with required sponsor activations.

- 2019 - 2022

BMW SIM LIVE

Project Manager (Esports), responsible for delivery of all Esport related content and driver activations. On site in Munich (2019), then online in subsequent years due to COVID-19 Pandemic and subsequent international integration issues.

Responsible for the design and delivery of rulebooks, drivers' briefings and operational delivery of events , working in partnership with BMW, Bürosüd, ADAC and others.

Responsible for operational timings of events, including rehearsals, feeding back to operational partners to ensure smooth running of event alongside restrictions of using various sim racing products. Delivery through Assetto Corsa, iRacing and rFactor platforms.

- 2019

IAA Frankfurt - Porsche Motorsport

Responsible for the Esports delivery of the iRacing portion of Porsche's first ever public, live Esports event, at the IAA Frankfurt, Europe's largest Automotive Show.

Responsible for the setup and management of on site sim rigs, in co-ordination of hardware and software partners, including working through public and private firewall restrictions. Responsible for the co-ordination and management of a team of 10 across 5 days, looking after hardware maintenance, driver relations, rules management and delivery, and broadcast delivery.

Responsible for co-ordinating with Esports drivers on site and remote for featured

event, as well as exhibition style race, showcasing Porsche's iRacing suite of cars.

- 2018

Porsche Sim Racing Summit: Leipzig

Responsible for the delivery of Porsche's first ever 'on site' Esports event in Leipzig Germany, designed to launch the Porsche TAG Heuer Esports Championship, and showcase Porsche's commitment to Esports as a marque.

Responsible for the activation and delivery of on site sim maintenance teams, rules & race control departments, broadcast and commentary teams, on a short (6 week) timeframe, under strict NDA conditions. Responsible for smooth delivery of Esports operations alongside FUSE marketing agency, working with Esports and Porsche Motorsports drivers.

- 2017 - 2022

BMW Online Endurance Series - iRacing

Responsible for collaboration with Bürosüd, marketing partner of BMW, to ensure smooth delivery of BMW online endurance races, held on iRacing platform.

Responsible for translating an 'open' team event series into a feeder series to BMW SIM LIVE, as well as creating a supplementary championship for BMW to award cash prizes. This involved creating a supplementary rulebook, and post race review of incidents not normally penalised under the iRacing Sporting Code.

Responsible for creating and updating a mini-website within RaceSpot Live Events' remit, and co-ordinating delivery of live broadcasts across BMW and iRacing social media channels.

- 2015 - 2020

Student Field Trips (International) - Birmingham City University

Responsible for the design, preparation and execution of international student field trips for Y2 Undergraduate students in the Birmingham School of the Built Environment, Birmingham City University. This was for groups between 40 and 250

students.

Responsible for the selection of a suitable location for field trip, based on coursework requirements for the module, alongside budget and operational requirements. Ensuring locational based field work was vital for budgetary sign-off, alongside being able to ensure that a UK-based alternative could be used in the event of student illness, visa requirements etc.

Responsible for student data collection and handling alongside administrative partners in accordance with GDPR, as well as working alongside airlines & hotel providers. Where required, responsible for transfers to & from airports, and staggered student - staff departure / return based on cohort size.

Responsible for providing student guide, incorporating field work requirements, safe travel within respective city, and personal care information. Where appropriate, this included local laws, customs and requirements (Carrying ID, restaurant etiquette etc).

- 2014

RaceSpot TV 24 Hours of Spa

Responsible for the delivery of the first broadcasted 24 Hour Race in iRacing History, using RaceSpot TV as the broadcasting and delivery arm.

Responsible for full delivery of event, including realistic qualifying experiences across three classification of cars, full rule and race control procedures, alongside marketing and promotion.

- 2014 - Present

RaceSpot TV, RaceSpot Live Events

Founding Partner of RaceSpot TV, and CEO of RaceSpot Live Events, created in the aftermath of the Porsche Sim Racing Summit in 2018.

Responsible for creating an international 'vision' for the RaceSpot brand, providing an accessible and 'fun' brand in comparison to various other broadcasters on the scene at the time. Focus on delivering exceptional broadcast content with a unique and

focused delivery.

Long term partnership with iRacing Motorsport Simulations, leading to being the main partner for their World Championship Series and Special Events.