**Christopher Norris**

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Based in London (England), will consider nationwide roles and overseas assignments

**Professional summary**

I am a media, publishing and social entrepreneur with over 29 years’ experience who joins the dots between book publishing, digital media, television, music, theatre, fashion and film by being passionate about making things happen, publicising excellence and helping others achieve their creative goals.

* Senior roles since 1997: strategic product development, client interaction and change management
* 100% success rate in reaching target figures for many crowdfunding projects across several platforms
* Achieve key personal and organisational targets via networking, collaboration and lateral thinking
* Manage/produce projects and lead teams in arts, media, digital, not-for-profit, charity and corporate sectors
* Exceptional network of contacts: e.g. LinkedIn contacts, [personal](https://www.linkedin.com/in/chris24norris) 30,000 | [Insight Film Festival](https://www.linkedin.com/in/insightfilmfestival/) 26,000+
* Director of two charities: Chairman, [Seeds Ltd](http://apps.charitycommission.gov.uk/Showcharity/RegisterOfCharities/CharityFramework.aspx?RegisteredCharityNumber=326262&SubsidiaryNumber=0); Director, [ACG Ltd](http://apps.charitycommission.gov.uk/Showcharity/RegisterOfCharities/CharityWithoutPartB.aspx?RegisteredCharityNumber=289763&SubsidiaryNumber=0)
* Founder of four active companies, executive positions held in four others

**Career synopsis 1990 – present**

**Founder and Director,** [**Smart Crowd Productions Ltd**](https://smartcrowdproductions.com) **2018 – present**

A collaborative media consultancy that uses the wisdom of crowds and coaching to secure medium/long-term funds for arts and media initiatives through tailored partnerships, sponsorships, professional consultancy promotion and crowdfunding (Twitter: [@SmartCrowdProds](https://twitter.com/SmartCrowdProds))

**Corporate Sponsorship Director,** [**SMGlobal Catwalk**](http://smglobalcatwalk.com) **2017 – present**

An International Fashion Marketing & PR firm based in NYC, USA with offices in London, Paris and Dallas, TX with a mission to build brand awareness for fashion lines by introducing them to new customers, industry executives & media (Twitter: [@SMGlobalCatwalk](https://twitter.com/SMGlobalCatwalk))

**Director of Crowdfunding,** [**CrowdPatch**](http://www.crowdpatch.com) **CIC 2016 – present**

A role that matches strategic vision to practical support for individuals and projects, with respect to crowdfunding, digital marketing, networking and content (Twitter: [@CrowdPatch](https://twitter.com/CrowdPatch))

* Keynote speaker: e.g. [RSA Motivate](https://www.thersa.org/events/fellowship-events/2017/6/rsa-motivate-oxford-10-june), Oxford, Jun 2017; [Student Enterprise Conference](https://www.nacue.com/events/the-student-enterprise-conference.html), Birmingham, Feb 2018
* Mentor and workshop expert: e.g. [Investment Clinic](http://kingscross.impacthub.net/event/impact-investment-clinic-crowdpatch/), Impact Hub, Kings Cross, June 2016
* Member: [All-Party Parliamentary Group on Crowdfunding](http://www.publications.parliament.uk/pa/cm/cmallparty/160603/crowdfunding.htm), House of Commons, (chair: Barry Sheerman MP)
* RSA crowdfunding partner, Oct 2017-present, following successful joint-venture pilot (Jun-Nov 2016)
* Patch leader: [Jolabokaflod Book Campaign](http://www.crowdpatch.co.uk/jolabokaflod/); global mentoring network, [Artist in Your Own Residence](http://www.crowdpatch.co.uk/patch/1129/)
* Honest broker for social entrepreneurs seeking funding for projects
* Training patch leaders and project owners in crowdfunding and digital marketing: e.g. [Outside in World](http://www.outsideinworld.org.uk), [Million Miles Together](http://www.goldchallenge.org/million-mile-challenge/million-miles-together/), [Moodscope](https://www.moodscope.com), [One Day One Choir](http://www.onedayonechoir.org) and [Gooseberry Green](https://gooseberrygreeninsurance.club) (Apr 2016-present)
* Website functionality specification, development and testing for dotcom upgrade (Jun 2017-December 2018)
* Delivering editorial and marketing services as elements of third-party crowdfunding projects
* Project ambassador at Phundee: *Australia Idol* winner Natalie Gauci, [‘The Real Journey’ album](https://www.phundee.com/reward/campaign/the-real-journey-album) (Jun-Sep 2016)
* MeetUp group leader: [The Wisdom of Crowdfunding](https://www.meetup.com/Wisdom-of-Crowdfunding/), London (Feb 2017-present)
* MeetUp host: [The Wisdom of Coffee](https://www.meetup.com/Wisdom-of-Crowdfunding/events/rwjlgpyxfbzb/), London (Monday mornings, Feb 2017-present)

**Founder and Director,** [**Jolabokaflod CIC**](https://jolabokaflod.org) **2015 – present**

Adapting 75 years of the Icelandic cultural tradition of buying books, giving them as presents for Christmas and mentoring giftees to read straight away. Promoting Jolabokaflod to the UK and RoW (Twitter: [@Jolabokaflod](https://twitter.com/jolabokaflod))

* Exhibitor and seminar host, London Book Fair (Apr 2018)
* Generated book trade interest at international fairs: e.g. Reykjavik, London, New York, Frankfurt
* Jolabokaflod Book Campaign patch leader at CrowdPatch: successful projects include [*Book Bulletin*](http://www.crowdpatch.co.uk/book-bulletin-2017/) online recommendation catalogue and [*The Icelanders Cometh*](http://www.crowdpatch.co.uk/icelanders-cometh/) funds for UK libraries to spend on books by Icelandic authors. Endorsed by Melvyn Bragg (author, broadcaster and peer)
* Pitching key book trade figures and organisations about running crowdfunding projects at CrowdPatch
* Promo campaigns via digital media: e.g. most successful *Bookseller* banner ad email campaign in 2017
* Regular publicity at BookMachine, Byte the Book and BookBrunch, trade blogs and magazines respectively
* Head of Publishing, [Smart Startup Ltd](https://smartstartuptoken.tech): blockchain smart template contracts (Nov 2017-present)

**Editor and Development Executive,** [**Insight Film Festival**](http://www.insightfestival.co.uk) **CIC 2013 – present**

Managing online content, databases, digital marketing and publicity for events run by a not-for-profit international shorts film festival that encourages filmmakers to make films about faith in all its forms (Twitter: [@InsightFF](https://twitter.com/InsightFF))

* Publicity and marketing for bi-monthly screening and Q&A discussion at Rich Mix, London. Full houses of 200 attendees for each event (Oct 2015-present)
* Publicity and marketing for [PLURAL+](http://pluralplus.unaoc.org), UN-run youth film festival based in New York City; Student Filmmaker Award, with the prize of an expenses-paid internship with a film production company in Hollywood; and a Curation Scheme for encouraging filmmakers to submit films to the Insight Film Festival in exchange for expert feedback notes and the opportunity to receive ‘commendation’ laurels and scheduled screenings
* Use WordPress to write and edit copy for the website; commission content of News and Blog sections
* Created and maintain a database of over 26,000 mailing-list contacts
* Strategic role that reports to the main Board about the website, digital marketing and crowdfunding
* Building networks for potential investment in the festival and its services

**Founder,** [**CopyGhosting Publishing Services**](https://copyghosting.com) **2011 – present**

Editorial/marketing consultancy for projects of all types: including ghostwriting, script doctoring, script writing, website construction and maintenance, structural editing, copyediting, proofreading, digital marketing campaigns and media training. Clients include: Pink Flamingo Films, BearingPoint Management Consultants, Carat Global, Career Bridge Consultancy, Sir Geoffrey Pattie (ex Cabinet minister), [Col. John Hughes-Wilson](https://johnhugheswilson.co.uk) (former MI6 agent), [The Home Club](https://issuu.com/thehomeclub6/docs/operation_westminster_-_tandem_conn), NASA and the Insight Film Festival. (Twitter: [@CopyGhosting](https://twitter.com/CopyGhosting))

**Primary Care Support England Officer – NHS England / Capita 2008 – 2016**

Worked in the South East London team responsible for moving GP medical records between practices and for the transfer of GP patient registrations. Areas covered: Bexley, Greenwich, Bromley, Lambeth, Southwark and Lewisham.

**Research Director, StoryCode 1997 – 2007**

Managed data and editorial content for a web 2.0 recommendation engine that gave users advice about fiction reads based on codes generated by an algorithmic metric. Wrote the functionality spec report for the StoryCode website. Company featured on BBC2’s [*Dragon’s Den*](https://www.youtube.com/watch?v=HDczbpIO85g) in September 2006. Served on the StoryCode Board.

**Company Secretary, Creative Media Marketing Ltd**  **1997 – 2000**

Served as production manager and company secretary for this independent television and video production company. Worked on the world’s bestselling tribute video to Diana, Princess of Wales, which spent six months in the top 10 of *Billboard* magazine’s video charts in 1997-98. Also worked on unauthorised biographies of Geri Halliwell (Spice Girls), Richard Ashcroft (The Verve) and the Beautiful South, as well as the feature documentary about ‘ultra’ culture in world football, *Hooligan*.

**New Business Manager, Real World Pictures Ltd** **1996 – 1997**

Generated new business opportunities for an independent television company. Negotiated deals for the inaugural [World Book Day](http://www.worldbookday.com) in the UK and for ‘River 2000’: an expedition to circumvent the globe by inland waterway that was selected as a Millennium Project for the Dome until the aftermath of the 1997 General Election.

**Consultant Producer, *You’re Booked!* ITV (London Weekend Television)** **1993 – 1995** Pitched a magazine-style book chart and review show to LWT in 1994: 16 shows and a pilot were commissioned and screened (Jul-Dec 1994). Managed relations with the book trade, negotiated interviews with authors, reviewed 600 books, wrote the autocue script and selected book titles to feature on each show. Presenters were Craig Charles, James Whale, Eve Pollard and Nathan Moore (lead singer, Brother Beyond). Converted VHS video copies to DVD in 2015 and secured producer and writer credits at IMDb.

**Freelance Consultant, Sole Trader and Utopia Media** **1992 – 1995/1997 – 2006**

Worked at a freelance editor, agent and researcher for various publishing and television clients, including Pollinger Ltd Authors Agency on a regular basis

**Senior Editor, Letts Educational** **1990 – 1992**

Worked as an editor on revision guides across the national curriculum, ranging from Key Stage 1 to A-Level and Higher Education. Published around 30 titles in 18 months: structural editing, copy editing, proofreading, indexing, managing permissions for copyright material (quotes, photos), commissioning artwork and managing freelance staff.

**Qualifications and training**

* Publishing, media and business courses (1990 – present), including NVQ Book Editing (Level 3)
* BEd (Hons) Primary Education, Upper Second
* 3 A Levels / 12 O Levels

**Other information**

**Work-related**:

* Executive Director, Artist in Your Own Residence global mentoring scheme (2014-present)
* Pioneer, [World Book Day](http://www.worldbookday.com): member of executive steering committee (1996-1997)
* Member of the generic book publishing ginger group, Booksn (1993-1999)
* Member of committee to assess editorial NVQs at the Publishing Training Centre (1993-1995)
* Volunteer, The Young Vic Theatre: marketing and sponsorship teams (1991-1995)
* Author of six published books: four travel guides, one coffee-table history book and one children’s book

**Charity-related**:

* Chairman, Seeds Creative, arts and media charity (2005-present); member since 1991; director since 1996
* Director, Arts Centre Group, arts and media charity (1995-2001 and 2015-present)

**Current memberships**:

* The RSA
* BookMachine
* Byte the Book
* Book Marketing Society
* Alliance of Independent Authors
* MCC

**Other**:

* Understand French, speaking the language to an intermediate level
* Car owner with full, clean driving licence