

# Curriculum Vitae

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I am a strategic, creative and commercial leader and entrepreneur with proven experience of start ups. I'm a creative problem solver, a proactive 'do-er' who knows how to get a job done.

**Who I am** A passionate, enthusiastic and charismatic individual and team leader who is:

- Focused: Experienced at providing direction across multi-disciplinary teams
- Organised and efficient: Adept at managing complex logistical & organisational challenges
- Motivational: A dynamic team player. Practiced at inspiring & maximising a team's potential
- Results driven: Proven delivery of commercial solutions adding to the bottom line
- Entrepreneurial: Developing businesses and turning innovative ideas into profitable realities.

**What I do** I have proven experience in the following areas:

- Bringing the extra ordinary in terms of big creative ideas - ideas that can transform and disrupt the status quo
- Providing innovative solutions and managing implementation plans that solve business problems and increase revenue and efficiency
- Finding better ways to do things in terms of operational efficiencies
- Resolving complex organisational issues and putting systems in place
- Driving new initiatives within small budgets: Getting the most bang for your buck
- Developing new incremental revenue streams: Building top line business growth through creativity and innovation.

**What I can offer**

- Authentic leadership style: Leading with insight, initiative, influence, impact, integrity
- 19 years experience and insight gained from working with a diverse range of clients, successfully solving business challenges
- In-depth knowledge and understanding of advertising & media, brand management, design (on and offline), digital, strategy, marketing campaigns, planning & budgeting, client management, team and individual development, project and account management.

## Experience to date:

### 11.2010 – Present **Flying Fantastic: Founder and Director**

Established 2010 and voted FSB Best New Business 2013. It is now a successful Aerial Fitness School, the only one of its kind, that teaches customers circus skills as a way of getting fit whilst developing new skills and having fun. We currently run a wide range of aerial fitness classes from 2 central London venues and are continually expanding our offer.

As the Founder and Director, I was responsible for all aspects of setting up a Limited company. From writing and developing the Business plan (including investment model and forecasting) through to the design and creation of all communication channels – on and offline.

I continue to run the company in my spare time and am responsible for all ongoing management including:

- Payroll and staff management
- Marketing and promotional activities through a variety of distribution channels
- Customer relationship management
- Brand management and development
- Operational administration
- Revenue streams
- Monthly and quarterly forecasting
- Business plan optimisation including development of 1-3 year plans

Flying Fantastic is now a profitable, established business that runs itself. With a team of 25 staff, we exceeded expectations in year 1 and have continued to grow year on year.

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### 09.2013 – Present **Ideas Factory: Creative Director / Managing Director**

The Ideas Factory is a well established design agency in SW19. The agency specialised in the property sector. Working with both estate agents and developers, most notably working on print marketing and communications.

With the founder now living abroad, I was required to take the reins, develop business opportunities, manage existing client relationships, oversee all creative, develop new accounts and oversee all aspects of running a small agency.

In my tenure, I diversified the types of client that the agency worked with as well as broadening the offer within the studio – developing (previously lacking) inhouse digital expertise and portfolio. Thus ensuring that the offer of 'An award winning fully Integrated Agency' was accurate and rang true.

*Key clients: Berkley Group, BNP Paribas, Wrenbridge, Aspire, Wilfords, PPF Group, Chesneys.*

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### 03.2013 – 09. 2013 **Goosebumps: Creative Director**

A six month contract working in a strategic brand consultancy. Developing and managing clients, and running a team of creatives to ensure briefs were answered creatively, strategically, as well as on time and on budget.

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### 08.2009 – 10.2012 **Provokateur: Creative Director and general manager**

Provokateur creates communications that help people to see the world differently, changing how they think, see and act. Consequently, Provokateur only works for clients it believes in. From charity to education, public sector to business, turning belief into action, and action into change. This passion and commitment was evident in every piece of work that left the studio.

As Creative Director and Manager at this fast paced, agile and fully integrated agency, I was responsible for end to end delivery of creative solutions to client's business challenges, as well as overseeing and controlling all company HR and general business management. Through tricky economic times, we doubled in both size and turnover within my employment, and continued to expand on a daily basis working for some of the UK's largest charities.

*Key clients: Tearfund, Greenpeace, Oxfam, Christian Aid, Marie Stopes International, Google, John Lewis Partnership, Kofi Annan Foundation, The Elders, Macmillan.*

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### 04.2007 – 08. 2008 **Dave / Calling Brands: Head of Creative**

In this exciting, fast growing and evolving brand consultancy as part of the Engine group, I was responsible for delivery of creative integrated solutions to a diverse range of clients – from blue chip to boutique, whilst also coordinating and leading a team of 18 creatives.

As well as running the largest of the company's clients, I oversaw all work and raised the level of creative in line with client's needs. Whilst simultaneously managing the work flow through the company and ensuring that the department was working to it's optimum capacity.

I also initiated and led the company wide CSR initiative. Establishing the brand and strategy and implementing it across the company of over 300+ employees.

*Key clients: Nokia Siemens Networks, DCSF, National Geographic Channel, PAA, Engine group.*

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### 04.2003 – 03.2007 **Antidote: Design Director / Cofounder**

Antidote is a truly integrated communications company set up to be an antidote to big, slow, single discipline creative departments. As cofounder and design director of this creative, award winning agency, I was responsible for all aspects of company creation and ongoing management.

I was integral to overcoming all the logistical and operational challenges of setting up any start-up and establishing the company as a creative force to be reckoned with. Once established, my role involved leading design projects, daily client liaison and management, recruiting and coordinating the design team, strategic brand thinking, new business development across all sectors, and general office management.

Key creative landmark projects included completely redesigning the renown Lancet medical journal, and managing and designing the book 'Change the World for a Fiver' – which subsequently spent 10 weeks at the top of the best seller's list. It's success afforded us the opportunity to further develop the project, creating a travelling exhibition, website and also related merchandise – including 'the 'I'm not a plastic bag' shopper with Anya Hindmarch (which contributed to the 48% reduction in plastic bags given away by British supermarkets).

*Key clients: Unilever, Shell, GSK, Discovery Networks, Cannes, The Design Council, Red Bee Media, D&AD.*

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**08.2002 – 01.2003 HHCL and Partners: Head of Design**

Working across all media for 'Campaign's' Agency of the Decade, heading up the design department. Creating campaigns for many retained clients, and regularly called in as part of a specialist team to work on creative pitches for the agency, developing ideas across all aspects of integrated communications.

*Key clients: Birds Eye, Waitrose and Texaco.*

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**11.2000 – 08.2002 Circus: Senior Designer / Art Director**

As the sole creative at this pioneering media neutral communications agency, I was responsible for managing and delivering all internal creative work as well as coordinating all external creative partners.

*Key clients: The Environment Agency, Abbey National, Argos and Virgin.*

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**08.1997 – 11.2000 Johnson Banks: Graphic Designer**

Johnson Banks is widely recognised as one of the most creative design companies of the last 20 years. In my 4 years there, I was given the opportunity to work on a variety of projects ranging from small identities to the Government's Annual Reports (1998, 1999 & 2000). I worked in an agile and creative team of 4 designers, managing budgets, dealing directly with clients and seeing projects through from initial briefing to product realisation.

*Clients included: La Villette, DFEE, BT, The British Council, The Science Museum and The Design Council.*

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**08.1996 – 08.1997 Chevignon (Paris): Graphic Designer**

A year spent cutting my design teeth in one of Paris' hottest fashion houses of the time. Producing advertising, labelling and graphics across the worldwide range of merchandise.

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**Other achievements:**

- 2015 Flying Fantastic – FSB Business award for 'Most Entrepreneurial Company'
  - 2014 Flying Fantastic – 'Best New Business' FSB Business Award Winner
  - 2013 Transform Awards 2014 – Gold: Best visual identity in the Professional Services sector
  - 2012 Bronze: Best visual identity in the Retail sector
  - 1999 – 2010 Work included in D&AD Annuals - 'In Book'
  - 2001 Work short listed for Design Week awards.
  - 1999 'Design Week' Posters of the year
  - 1996 RSA Graphic Design Award
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**Education:**

09.1993 – 06.1996 BA Honours Degree: Graphic Design: Kingston University, London.

First Class BA Honours Degree in Graphic Design.

09.2002 – 07.1993 BTEC Foundation Course, Northbrook College, Horsham, Sussex.

BTEC Foundation in Art and Design.

09.1984 – 07.1992 Worth School, Sussex.

Lots of A levels, lots of GCSEs.

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**Interests and other information:**

I am a passionate believer that design, creativity and innovation can change the world. As a consequence, I have always been enthusiastic about good design, though my interest in new and innovative ideas extends beyond the workplace. Thanks to a new year's resolution some years back, I have a yearly commitment and a passion to take on new challenges and this has resulted in my becoming a circus performer, relocating to Argentina for a year, becoming fluent in Spanish, a qualified USPTR Tennis Coach, a member of Mensa, a qualified SCUBA diver, green belt Tae-Kwon-Do, a holder of the prestigious Gold Duke of Edinburgh Award, a vintner, a qualified first aider, and a NVQ level 1 mechanic among other things.

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References available on request