

David Pears

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PROFILE

Product focused Software Developer and veteran of the creative industries. Founder of an Artist (Music) Management company. Former professional Creative at a leading TV production company. Experienced communicator and team leader with excellent relationship management skills.

An artist development (A&R) strategist and data-driven business planner who has assumed project lead on complex challenges whilst directing major-label record releases across multiple territories, and an adept problem-solving Tour-Manager.

Former Assistant Producer and Creative with Endemol Productions (makers of Big Brother etc). Responsible for pioneering mobile content and exclusive user focused, online entertainment formats - as well as supporting terrestrial output with engaging digital content.

EDUCATION

CODECLAN (Edinburgh)

Software Development Course: May '18 - Sep '18

800+ hours of self directed and instructor led, hands-on experience of Object Orientated Programming at CodeClan. An intensive, project based software development course that teaches:

Object Oriented Programming underpinned by **Test Driven Development (TDD)**. A series of hands-on practical **Agile development projects** utilising **pair/mob programming** as well as solo work all of which are delivered on a foundation of theoretical practices such as the **SOLID principles, four pillars of OOP** and **RESTful workflows**.

A combination of languages and tools have been learned: **JavaScript, Java, CSS, HTML, Ruby, Node, React, Redux, MongoDB, SQL & Sinatra**. Currently working towards a PDA (level 8) in Software Development.

UNIVERSITY OF LINCOLN (Lincoln)

Management BA

A study into how organisations are managed, develop and grow. Exploring the internal structures and strategies which businesses adopt in response to the key external drivers for change which impact upon them. The essentials of effective business management.

EXPERIENCE

LevelApps (Edinburgh).

Software Developer (Jnr/Entry Level) Oct 18-Present

Created, developed and delivered user and product focused apps as part of a team of three junior developers. 'Weather2' a weather based **javascript** and **react native** android project and 'Findasaur' an educational app available across android and iOS. I acted as both project creative, product manager and junior developer on these projects. Please visit www.level-apps.co.uk for more information.

CODECLAN (Edinburgh)

Software Development Course: May '18 - Sep '18

Full time education (see above)

LONDON MANAGEMENT (London).

Founder. Music Consultant. Dec 15-Dec 17

Music and artist management consultant, including strategy, content and project support. I provided consultancy for Elton John's management company *Rocket Music* on a cross platform entertainment format; advised *Keshet Media* (makers of 'Homeland') on a music based scripted drama and worked with vocalist *Jack Wilby* (Armada Records). Executive Manager for Decca/Universal Records artist-in-development *Juke Jaxon*.

WING MANAGEMENT (London)

Founder. Artist Manager. Jan 09-Dec 15

A&R, research and discovery of new talent development and strategic planning of artist careers. Contract negotiation. Budgeting, planning and delivery of recording sessions. Full album cycle campaign management - experienced with releases across major territories (UK, Germany and the US) with all associated factors. Tour Management (with experience of delivery across UK, Europe & US) including complete budgeting and execution. Relationship management across complex teams where I acted a project manager/central hub.

EYEWORCS MEDIA (London)

Producer / Social Media Consultant. May 08 - Dec 08

Worked within the creative and production teams on televised entertainment formats to create and deliver digital/social media aspects to Eyeworks music TV shows (I.e Transmission with T-Mobile and T4 (Channel 4)) to increase long-tail engagement. Development and management of the exclusive online and social media content (interactive competitions and features). Responsible for delivery of content across all digital outlets.

ENDEMOL PRODUCTIONS (London)

Creative / Assistant Producer. Nov 05 - May 08

Charged with the creation, development and production of original idea's across digital platforms (On-line, Mobile). Provided creative support to existing traditional broadcast shows (I.e Chanel 4 / Big Bother etc). Here I created the *very first* made for mobile Drama series 'Cell' (O2 network) as well as 'Get Close To...' one of the first interactive mobile shows. My team of four Creatives also developed and sold the \$15M 'iLand' project (Yahoo America), an interactive entertainment format.

INTERESTS

Passionate traveller who has recently crossed Madagascar, Sri Lanka & Myanmar off the list. A firm believer of the benefits and growth mindset expanded horizons can bring. Fascinated by new technologies and how they can be harnessed to improve everyones lives and futures. Owner of a dachshund with a greater social reach than me.