

## PERSONAL INFORMATION

## Tracey Johnson

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Date of birth 1973

## PERSONAL STATEMENT

Creative and digital business strategist, consultant, project director and founder with many years of experience in the digital, technology and creative industries and a wide knowledge of these sectors and related policy locally, regionally, nationally and internationally. Director of the multi award winning Digital Media Centre, a rapidly expanding landmark hub for the creative and digital industries and home to over 50 businesses and a huge number of lovely people and activities.

## WORK EXPERIENCE

01/04/2015–Present

**Digital Media Centre Project Director**

Barnsley Council, Barnsley (United Kingdom)

Lead on the overall direction of the Digital Media Centre, and its digital ecosystem development work including a range of local, regional and national projects. Manage customer experience and engagement and lead a cross department team and key partners and associates to deliver business success. Focused on co-creation and collaboration across industries and skills to deliver more and better jobs and businesses in Barnsley and the wider region.

## Key projects and experience

- Transformed Digital Media Centre from low impact incubator model at 54% occupancy to high impact sector hub achieving 95% occupancy
- Supported over 50 companies to grow and create high value jobs in city
- Attracted public sector funding, sponsorship and partnerships into the Digital Media Centre to deliver a range of projects
- Secured £2.3m to develop DMC2, a second grow on space
- Project lead for the award winning 'TechTown' project, an URBACT funded Action Planning Network bringing together 11 EU cities to focus on creating more digital jobs and businesses
- Leading Digital Campus, a project emerging from the TechTown Action Planning work to deliver a city level ecosystem accelerator bringing together digital people, businesses and learning across an online and offline campus
- Attracted key partners into Barnsley to co-deliver programmes including Enterprise Nation and IoT Tribe Accelerator
- Brought IoT Tribe Accelerator to Barnsley to support 10 early stage IoT companies (Internet of Things) to develop their products and services through to scale up and investment
- Built collaborative relationships with national organisations such as Capital Enterprise and Digital Catapult UK
- Won the 2017 Local Government Chronicle Award for Business Transformation for the Digital Media Centre
- Awarded 'Good Practice City' accolade for the Digital Media Centre by URBACT in 2017
- Leading 'Tech Revolution' URBACT Transfer Network with 6 EU cities sharing the Barnsley 'Good Practice'
- Won the 2019 Local Government Chronicle Award for 'Future Place'

- Leading a capitalisation project for URBACT called TechPlace providing a community of interest for digital sector development actors across the EU

16/12/2009–31/03/2015

### Creative and Digital Industries Sector Specialist

Barnsley Council, Barnsley (United Kingdom)

Working within the Economic Development operation to develop an ecosystem for successful creative and digital businesses in Barnsley and manage the delivery of business growth support and relationship management to sector companies. PLead on regional, national and international relationships relating to the creative and digital economy and policy.

Work within an ERDF funded project that has been recognised as an exemplar by the European Court of Auditors.

Key achievements:

- Have helped creative and digital businesses to create over 100 jobs since April 2012 via support programme
- Managed three annual 'Connected Business' conferences connecting local businesses with digital industry trends and knowledge
- Positioned Barnsley as a thought leader in small and medium town based creative and digital sector development in the UK and Europe
- Developed and delivered Click, an innovative ecommerce business support programme based at the Digital Media Centre
- Year on year growth of Connected Business conference and wider programme to link businesses with digital skills and knowledge
- Increased investment into local companies developing digital products and services
- Successful, compliant delivery of creative and digital industries support within two ERDF funded programmes
- Managed participation in URBACT II Creative Clusters network looking at the creative economy and contributed to ESIMEC network focused on demand led workforce development
- Established range of networks including Pecha Kucha Barnsley, Music Business Barnsley and more.

11/2014–Present

### Freelance Consultant

Affinity (sole trader), London (United Kingdom)

Working with a range of organisations and businesses to provide consultancy services. This includes Creative Industry Finance an access to business finance scheme managed by Creative United with support from the Arts Council. The programme includes business support for creative companies. Work directly with businesses and creative organisations to develop and refine business model and plans ensuring the viability of finance.

Also working with British Council to support Armenian government policy on digital and creative industries.

Key achievements

- Supporting a range of companies to grow their business through improved planning, innovation and securing investment
- Working with British Council and the Armenian Government to support the development of creative and digital industry policy and strategies, and activation of the sector networks

01/2012–Present

### Project Lead (volunteer)

MADE NORTH and Sheffield Design Week, Sheffield (United Kingdom)

Established MADE NORTH as a non profit enterprise to promote and develop design and craft sectors in the north of England via: a Sheffield based gallery; online platform and retail store; regional, national and international events and activity plus an annual Sheffield Design Week.

- Led on the delivery of two MADE NORTH conferences
- Cofounded Sheffield Design Week annual design festival
- Attracted £45k Arts Council investment in Sheffield Design week and £35k private sector investment including global brand Autodesk
- Supporting a range of designers and design companies to reach new audiences, markets and collaborators

01/2002–12/2009

### Communications Director

Design Definition, Barnsley (United Kingdom)

Cofounder and director of Definition, a graphic design and creative communications studio. Managed branding, design and communications projects for Museums Sheffield, Yorkshire

Forward and a range of cultural organisations. Projects included strategy and development consultancy work with towns and cities across Yorkshire as part of the Renaissance initiative from the Regional Development Agency.

01/2005–12/2009

### Director and chief executive

Creative Barnsley, Barnsley (United Kingdom)

Founder and CEO of sector networking and support initiative. Attracted approximately £60k of project funding and established a contemporary arts centre in Barnsley, HIVE Gallery, which opened up the visual arts to a broad audience.

03/1997–12/2001

### Communications Manager

T-Mobile, Sunderland and Rotherham (United Kingdom)

Worked across technical support departments to develop and deliver solutions to contact centre operations, liaising with a range of stakeholders across a number of sites.

1995–1997

### Customer Services Advisor

British Gas, Sunderland (United Kingdom)

Supporting engineers and customers across domestic servicing and repairs

## EDUCATION AND TRAINING

1992–1995

### BA (Hons) English Literature

2:1

Newcastle University, Newcastle upon Tyne (United Kingdom)

Research and interpretation of literature from medieval to contemporary. Creative writing modules. Strong research skills across offline and early-stage online media. Strong writing and analytical skills. Strong debate and public presentation skills.

1990–1992

### Three 'A' levels

3 A levels grades A, A, C

Sunderland College, Sunderland (United Kingdom)

English Literature - grade A

English Language - grade A

Psychology - grade C

1985–1990

### GCSE

GCSE grades A - C

Washington School, Washington (United Kingdom)

## PERSONAL SKILLS

Mother tongue(s) English

Foreign language(s)

German

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
A1	A1	A1	A1	A1
GCSE grade A				

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

Communication skills

Strong online and offline communication skills gained across my career and education. Publish regularly across written and visual social networks. Have contributed to content at barnsleydmc.co.uk and urbact.eu most recently but have copywritten for clients and projects extensively.

Able to present confidently and clearly in front of audiences and video.

A confident, professional but accessible presenter.

Organisational / managerial skills

Experienced leader currently managing direct reports and matrix managing cross department operations and external associates.

Experienced project director comfortable with tight deadlines and complex projects.

Job-related skills

Constant learner keen to develop new skills and support others via mentoring and informal learning.

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

I'm a digital native, working comfortably across platforms and media. I have some basic coding skills and problem solving skills from time spent in an IT environment and a desire to be self reliant.

Have to manage digital and data security as a local government officer and find the balance between enabling and disabling productivity via new technologies.

Comfortable on a range of devices and platforms.