James Brown

Founder

Sabotage Times

James has been a leading content creator and innovator for 30 years. In the late 1980s he joined the NME and was instrumental in turning 70,000 sales into 125,000 sales over four years. In the 1990s he created the young man’s mass market magazine sector with the launch of Loaded magazine.

In the late 90s James revamped British GQ doubling newsstand sales and, with publisher Peter Stuart, launched the influential GQ Man of The Year Awards.

In the 2000s he launched his own publishing company, IFG, which published a number of titles including Jack, Hotdog and Viz Comic.

In 2010 he launched Sabotage Times, a free to read super-blog with over 7,000 contributors world wide which this summer hit 2 million pages view per month.

He also runs the Sabotagency, a small creative team whose clients currently include JD Sports, Scotts, Original Penguin Munsingwear, Enterprise Cars and Pretty Green.