

SIÂN PRIME BA (Hons) FRSA

CAPACITIES:

Creative and entrepreneurial thinking, idea/solution generation, leadership, strategic thinking, financial modelling and management, programme creation and management, evaluation, developing and assessing business plans, service design, governance models training, coaching, mentoring & facilitation skills.

Experience Gained in summary:

Deputy Director for Goldsmiths' Institute for Creative and Cultural Entrepreneurship (ICCE), leading on the development, implementation and dissemination of an approach to delivery of cultural, creative and social entrepreneurship and leadership to develop and embed appropriate curriculum and co-curricular work. Currently Academic Lead: Enterprise: Goldsmiths: responsible for a pan-college strategy and engagement with enterprise - including pedagogy, knowledge exchange, research and revenue generation.

She has used her abilities as a strategic, entrepreneurial thinker and operational specialist to develop new revenue models for: The Good Lab (and the charities they are engaged with), National Ugly Mugs, Tyneside Cinema and WeFarm. Additionally, she has developed and delivered programmes for: British Council, Comic Relief, Paul Hamlyn Foundation and Nesta.

Siân created, advanced and implemented appropriate strategies and programme for value creation to support the development of entrepreneurial activity globally. She has developed two UK nationwide programmes and gained finance of over £10 million from a range of funding partners within 18 months, as well as managed budgets of up to £15 million when at Nesta and the Cultural Enterprise Office. She has over 20 years experience in working with start-up and mid-stage creatives and social, cultural and creative individuals and organisations and has been self-employed and created her own business. All of her innovation work involves including users at the heart of the initiatives and organisation.

Siân was responsible for an investment fund in her final year at Nesta, and the work undertaken at Nesta informed policy in Scotland and the UK. She has developed a research strategy and the teaching and learning strategy for ICCE. She gained an award from HEFCE for innovation in pedagogy. For Nesta she has been involved in co-developing a toolkit to support Creative Hubs globally. At UK Government level she has worked as an Expert Advisor to Innovation Exchange & the Innovation Unit. She has been an Advisor to the British Council's Creative Economy Unit and an Associate to Nesta's Creative Economy Programme.

A trained Coach. She is now Chair of National Ugly Mugs, a Board member for Homes for Good, Scotland and Dot It Now Now.

Award winner: Inclusive Enterprise Educator 2021, National Enterprise Educators.

EMPLOYMENT HISTORY

Goldsmiths, University of London

March 2020 - Present **Academic Lead: Enterprise**

Lead: Creative Enterprise Zone, representative on Lewisham Backs Business

April 2008 - Present

Deputy Director: Institute of Creative and Cultural Entrepreneurship (ICCE)

Course Convenor and Lecturer: MA Creative and Cultural Entrepreneurship.

Self-Employed: February 2005 to current day and onwards:

Innovation, enterprise and leadership training, mentoring and strategy development to social, cultural & creative industries. Clients have included: Cafedirect Producers Foundation, Nominet Trust,

WeFarm, Clore Social Leadership Programme, Participle, Make-Good, Good Innovation, DBACE, Nesta, British Council. Advisor to Comic Relief's Tech For Good first round of grants and support programme. Advisor and Designer of the training support to Paul Hamlyn Foundation's Idea and Pioneer Fund. Developed new business models for Tech for Good start-ups including award winning National Ugly Mugs and WeFarm.

Nesta

December 2006 - June 2007 **Head of Creative Pioneer Programme**

October 2003 - December 2006- Training and Development Manager: Innovation Programme

Cultural Enterprise Office

February 2002 - October 2003 - **Founder Director**

Self-Employed

July 1999 - February 2002 - CONSULTANT: creative industries & third sector. Worked with Brighton Festival, Brighton Dome, Guangzhou Dance Company, Arts & Business, StopGap Dance Company, Carnival Collective, Samaritans.

Arts Council England (South East Arts)

August 1997 - August 1999 - Combined Arts & Dance Officer - managing a grant budget of £100,000.

ARTS & BUSINESS, SOUTH EAST

August 1996 - August 1997 - Professional Development Manager

Previous employment information available on request

Board membership

Currently: Chair and Trustee of National Ugly Mugs. Board Member: Homes For Good Scotland & DoltNowNow

Member of Business Book Award Judging Panel.

Previously: Trustee of the following: Cultural Leadership Programme, Phoenix Arts Space, Cafedirect Producers Foundation, Cockpit Arts, Carousel Arts Cooperative.

Previous Member of Higher Education Funding Council's Catalyst Fund Board: reviewing innovation in pedagogy. Advisor: Scottish Arts Council: Dance and Combined Arts Chair Arts Council England's Dance and Disability Working Group