

TIM PART

✉ TIM.PART@GMAIL.COM

☎ 07747 094189

📍 LONDON / NORWICH



IN SUMMARY

A results-driven strategist with over 20 years of experience in media and sport, specialising in helping content-driven businesses expand their reach and build sustainable revenue streams. I bring deep expertise in consulting, regulation, and marketing, guiding organisations through complex challenges with clear, commercially-focused strategies that yield long-term growth.

PROFILE

Specialising in direct-to-consumer revenue streams, I excel at solving complex business challenges with data-driven, commercially sound, and elegantly simple solutions. My ability to build strong relationships, engage senior stakeholders, and drive transformational change makes me a trusted advisor to clients and colleagues alike.

I bring clarity, energy, and strategic direction to businesses navigating change. Whether refining commercial models, optimising governance, or fostering cross-functional collaboration, I act as a bridge between teams, translating strategy into actionable results. My analytical rigor, persuasive communication, and deep industry expertise enable me to unlock growth opportunities and empower organisations to thrive.

EXPERTISE

Commercial growth strategies: helping businesses navigate change by developing clear, data-driven strategies, with deep expertise in pivots towards sustainable D2C revenue models

Consulting & project leadership: delivering impactful, data-driven insights and transformation programs, thanks to polished project management skills and hands-on leadership

Corporate governance & stakeholder management: building robust governance frameworks and aligning internal teams and key external stakeholder on strategic priorities to improve engagement

Communication & thought leadership: helping businesses articulate their vision, socialise their ambitions, and establish thought leadership, by being an engaging presenter, trusted advisor, and regular speaker at industry events

Innovation & problem-solving: creative and structured thinker, enthusiastic about new ideas in process and tech, harnessing them to drive growth and efficiency and to solve the most long-standing corporate problems

▶ *Designed and led three Google News Initiative-sponsored Subscriptions Academies delivering annual D2C revenue increases >150%*

▶ *Formalised the Financial Times' North Star methodology into a framework that can be applied to all business models*

▶ *Authored Ofcom's 2013 Annual Plan and 2015 Public Service Broadcasting Review, defining long-term strategic vision and policy*

▶ *Published the industry-facing reports Towards your North Star, Organising for Growth, and The Art and Science of Experimentation for Growth*

▶ *Designed and delivered programs on the theory and application of AI in accelerating business models and improving corporate processes*

PROFESSIONAL BACKGROUND

SENIOR MANAGER | FT STRATEGIES (FINANCIAL TIMES) | 2020 - 2024

Advised ~150 publishers on strategies to establish and improve direct-to-consumer digital revenue streams, setting diverse strategic goals and implementing new initiatives. Areas of focus included audience engagement, monetisation, retention, diversity, corporate governance models and harnessing AI.

SENIOR CONSULTANT | MTM LONDON | 2018 - 2019

Consulting where the sport, media and technology sectors converge, and delivering strategic insight and research projects to global tech giants. Key projects included *Music Industry Body Engagement Strategy* (Google), *Advertising Partner Relationship Reviews* (Facebook), and 'The Rise of Digital Audio Advertising' report (Global DAX).

SENIOR STRATEGIC PROJECTS MANAGER | LIBERTY LIVING | 2017 - 2018 [FTC]

Defined a new strategic direction for this student accommodation after management change, leading on *Strategy Roadmap*, *Digital Marketing Transformation Strategy*, and *Building a Data-led Business* projects.

INTERIM STRATEGY MANAGER | ECB | 2017 [FTC]

Managing key projects in the newly-formed strategy team, including *South Asian Fan Engagement Report*, and the *ECB Innovation Strategy*.

LEAD CONSULTANT | TWO CIRCLES | 2016

Growing clients' sports and entertainment revenues by using data to improve customer relationships and optimise business processes. Main clients included Liverpool FC, Discovery Eurosport, UNICEF and Feld Entertainment.

STRATEGY MANAGER | OFCOM | 2011 - 2015

Managing Strategy Team and cross-group projects addressing future strategic trends in industry sectors including public service broadcasting, telecoms infrastructure, internet policy.

ITV, BACARDI-MARTINI, OC&C, MC&C | 2004 - 2011

Various consulting and analyst positions, comprising M&A work, marketing strategies, and business intelligence.

EDUCATION

UNIVERSITY OF OXFORD | 2000-2004

BA Modern Languages (Russian & Czech)

ETON COLLEGE

A-Levels: AAAA (Russian, French, Latin, Greek)

King's Scholar, Junior Scholar

PERSONAL PROFILE

My main passion is sport. I play cricket as often as I can, win NFL and EPL fantasy leagues, and am researching my first book.

Otherwise, I am an avid cruciverbalist, constantly in search of the perfect pizza, and a father of three.