

# TIM PART

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## 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 stakeholders 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.

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## 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

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## 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.