

## DAVID MARCH

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### PROFILE

What started with stage lighting at school and local amateur dramatics has evolved into a 35-year career in the live events technology sector. I consider myself very lucky to have befriended 100s of talented people and been part of many amazing businesses. These have been in lighting & video production rental, lighting and control manufacturing/distribution, including my own service business addressing the early convergence of video and lighting.

### SKILLS AND EXPERIENCE

- General Management and Director experience, both of privately owned and international multi-location companies, with full P&L responsibility.
- Key Account & Relationships with international Lighting Designers, Rental Production Houses, and Manufacturers.
- Setting up and managing value-added Distribution and building engagement across these international networks.
- Recruiting and developing teams across Creative, Technical and Commercial elements of a business.

### EMPLOYMENT HISTORY

#### **Director of Business Development – ROE UK (January 2023 to April 2025)**

Developing new and existing relationships with live event show and lighting Designers and rental companies. Including account management of existing rental company clients.

#### **Lighting Strategy Consultant – Director of Business Development from May 2022**

##### **4Wall UK (June 2021 to December 2022)**

Supporting the Directors to grow the lighting business and progress the lighting offering, both in the UK and Europe. Advising on strategy for commercial, technical and equipment development.

#### **Business Development – Freelance work during the pandemic with Collaborative Creations**

Helped promote the CC 'plug-in' business support offering, targeted and won new business accounts with UK sales distribution business, rental houses, and two manufacturers.

#### **Sales and Marketing Director – Global, Green Hippo (February 2019 to December 2020)**

*(Role made redundant during the pandemic)*

Responsible for the global Sales and Marketing team, Distribution network, and revenues of approximately \$USD 10M per annum.

Responsible for the planning and execution of marketing, including customer events, across the regions to build relationships with both existing and new users.

## **DAVID MARCH**

### **Head of VER Lighting Europe and Aurora Lighting**

**(August 2016 to January 2019 – roles made redundant due to merger with PRG)**

Leadership of Aurora Lighting Ltd and set-up of the new VER Lighting Europe Hub, including recruitment and development of Account Management, Project Management, Technical Services, QC/Prep and CAD Design services. **Plus: Interim Head of VER UK during the merge with PRG (August 2018 to January 2019)**

### **Managing Director, AED Distribution UK Ltd (February 2013 to July 2016)**

Set up a new Limited company, created budgets, implemented all systems and developed the Sales and Customer Support Team, AED Store, and Second-Hand, including all marketing activities with full P&L responsibility to the Main Board.

### **VARI\*LITE, across 1987 – 1999 and 2009 – 2013**

#### **Divisional Director, European VARI\*LITE Sales, under both PRG and Phillips (2009 to 2013)**

Responsible for European, Middle East, and African Vari-Lite territory sales with full P&L Responsibility with sales turnover of £15M. Managed the transition of Vari-Lite sales across from PRG Distribution to Philips Vari-Lite as part of a new direct sales model.

#### **General Manager, Vari-Lite Europe and Vari-Lite Production Services Ltd (1987 to 1999)**

Rental production services of VARI\*LITE automated lighting systems and personnel to the concert touring, theatre, TV, corporate, and event sectors.

Reporting to the Main Board with full P&L responsibility for rental sales of £30M+.

### **Managing Director and Founder, PID Ltd (October 2001 to June 2009)**

Started up new business providing digital video and LED lighting sales and services to the live entertainment and architectural installation sector, including G Casinos, Hard Rock Restaurants, and Morgan Stanley.