

DAVID MARCH
CURRICULUM VITAE May 2026. Ware, Herts, England
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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 100's 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 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

Presently self employed offering fractional commercial services

www.buddy-march.com

Director of Business Development – ROE UK January 2023 to May 2025

Developing new and existing relationships with live events Designers and rental companies. Includes Account management of existing rental company clients.

Lighting Strategy Consultant – Director of Business Development from May'22 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, January to May 2021

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

Sales and Marketing Director - Global, Green Hippo February 2019 to December 2020 – role made redundant

- Responsible for the Global Sales and Marketing team, Distribution network and revenues across in the order of \$USD10M 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.

Head of VER Lighting Europe and Aurora Lighting

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

Plus; **Interim Head of VER UK** (August 2018 to January 2019)

- Responsible for the management and leadership of VER London and Aurora Lighting locations prior to and during its merger with PRG. Acted as the main contact for PRG during the merger process.

- 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.

Managing Director, AED Distribution UK Ltd

February 2013 to July 2016

- Set-up of new Limited company, created budgets, implemented all systems and development of the Sales and Customer Support Team, AED Store and Second-Hand including all Marketing activities with full P&L Responsibility to the Main Board
- Responsible for Key Accounts including Lighting Designers and Lighting/Production and Rental Houses.
- Responsible for Business Development, Customer Support and Training for High End Systems portfolio including the HOG4 Family Consoles and Luminaires. Creator of HOG FACTOR

Director European Sales VARI*LITE (entire period including TUPE over July 2009 – Jan 2013)

Philips Vari-Lite, Philips Entertainment GBU

- Responsible for European, Middle East and African Vari-Lite territory sales to the Vice President of Worldwide Sales & Marketing, Dallas, USA
- Managed the transition of Vari-Lite sales across from PRG Distribution to Philips Vari-Lite as part of new direct sales model

Divisional Director, PRG (VARI*LITE) Distribution Ltd TUPE'd over to Philips Vari-Lite (May'11) • Full P&L responsibility to the UK CEO and Main Board for sales Revenue of £15M • Set-up, lead and managed team of Regional Sales Managers, Sales Order Process and Service teams based across two locations

Managing Director and Founder, PID Ltd

October 2001 to June 2009

Start 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, Morgan Stanley

European Operations Manager, High End Systems Europe Ltd

September 1999 to September 2001

Manufacturer of Automated Lighting equipment and Control Consoles

- Planned, implemented and managed new sales, admin and technical Operation's structure and staff for EMEA market worth £15M+ in sales Revenues

General Manager, Vari-Lite Production Services Ltd

July 1987 to August 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+ • Lead and Managed a Senior Management Team of eight with an overall staff of ninety sales, admin, accounting, service and technical staff
- Developed European Dealer and Sub-Distributor Network across the UK and Europe