

# Curriculum Vitae of Andrew 'David' Black

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DOB: 16/02/79 Status: Single

## Profile

A highly experienced and knowledgeable thought leader in the Immersive Technology Industry, having been a driving force for progression and advancement in the Production of Virtual Experiences through AR, VR and Immersive Audio over the past 9 years. An open minded, entrepreneurial and visionary thinker who is always looking to engage, convert and strengthen both client and consumer perceptions towards the adoption of cutting edge technology solutions. As a serial networker, his connections have an international reach and provide access to a wide range of industries, institutional bodies, projects and opportunities. Has thorough, first hand understanding of business needs when it comes to internal innovation, explorations, experimentation and development within start ups, scale ups, SMEs and corporations .

## Core Skills

- Recognised speaker & proponent for Immersive Tech
- Industry recognised figurehead and thought leader
- Excellent communicator and motivator
- Strong business networker and connector of people
- Strong track record of new business & high value deals
- Large Scale Project Management
- Visionary trend predictor and observer

## Employment History

### **Nov '18 - Present**

#### **Pitch Black Productions: Immersive Production Company & Consultancy - Founder & MD**

- Founded Pitch Black to consult, advise and educate clients on truly utilitarian applications of immersive technology and produce high end, Virtual Reality and Augmented Reality experiences.
- Working throughout the North East with government, local industry, authorities, institutions and high profile individuals to consult and provide connections for widespread projects in the region.
- Worked with Global FMCG Giant to devise, develop and evaluate a cutting edge VR Consumer Testing Platform.
- Developed an Immersive Audio Platform, focussed on next generation experiences at Museums & Galleries.

### **August '15 - Nov '18**

#### **Mixed Immersion: Immersive Audio Productions - Founder & Commercial Director**

- Founded the company which became known as the worlds first 'AFX Company'.
- Our Client productions included Oscar Winning Composer and Singer/Songwriter, A R Rahman, World Renowned Orchestra, Philharmonia, Adidas, Grenfell United and pioneering immersive theatre company Dotdotdot for their production, 'Somnai'.
- Trips to China & USA (Los Angeles and Austin) were backed and selected by the Department of International Trade due to our progressive vision of Immersive Audio in the Immersive Sector.
- Set up and ran the first 'Audio Only' Immerse UK event in 2017.
- Accolades of our work have come from a range of dignitaries including HRH Duke of Cambridge, Oscar Winning Film Director, Danny Boyle and World Famous Orchestral Conductor, Esa-Pekka Salonen.

### **May '14 - August '15**

#### **Rewind: Award-Winning, Virtual Production Studio - Marketing Director**

- Responsible for all outreaching business strategies including Marketing, Communications, Business Development & Events
- Established key partnerships with BBC, BIMA and FMBE.
- Built a strong working relationship with the UKTI (now DIT) which saw us travel to LA and Hong Kong on government 'Missions' as a 'Best of British' innovator.
- Co-Founded London's first Virtual Reality Meetup, VRLO, in 2015 which now averages 200 attendees and brings the industries top professionals, enthusiasts and media together.
- Secured articles and features in Loaded, Wired, Vice, Engadget, Gizmodo, The Times, The Telegraph, The Metro, Evening Standard, Marketing Magazine, Shots, Event Magazine whilst featured on BBC's 'The One Show' & The Discovery Channel.

**June '11 – July '13**

**blippar: Image Recognition and Visual Search - Head of Business Development**

- Very first employee at blippar, joining the four co-founders in early 2011 and securing launch partner clients such as Tesco, Warner Bros, Wrigleys and Clinique for the launch in August of the same year.
- Responsible for devising, implementing and delivering new business processes and end user adoption strategies.
- Highest revenue achiever, delivering the most paid for campaigns since launch and accredited with 3 of the 5 most successful campaigns to date (based on unique users, number of interactions and repeat users).
- Established repeat business with brands such as Tesco (F&F, KX, Quality, The Big Price Drop, Clubcard and 4 more sub brands), LEGO, Danone, Dominos, Estee Lauder, Colgate Palmolive, Unilever, Heinz, Wrigleys, Mercedes Benz, Pfizer, Renault, Nissan, Wagamamas, Lloyds TSB, Warner Brothers, Sony Pictures, Paddy Power & others.

**January '11 – October '18**

**Pitch Black Communications, New Business Agency - Founder & CEO**

- Providing consulting and delivery of multi channel new business campaigns for SME's, start ups & scale ups.

**October '09 – November '10**

**Gap year; Deckhand – Various Superyachts including Slipstream, Solemar, Perfect Persuasion and Hero.**

**May '08 – September '09**

**Vocus – On-Line SAAS Management Solutions for PR Professionals – Mid-Market Sales Consultant**

- Top UK salesperson within Mid-Market team of 9 for 2008.

**July '06 – April '08**

**Interwoven: Enterprise Content Management Solutions - Account Executive, for Media, Telco and Utilities**

**November '03 – July '06**

**ETC (Enhancement Technologies Corporation) – Account Manager**

**May '02 – Nov '03**

**Voyager UK Ltd – Sales Executive**

**2001 – 2002**

**VantagePoint Hardware Services Ltd - Account Manager**

**2000 - 2001**

**Mid-Range International Trading Limited - New Business Sales Executive**

**Education**

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| <b>1995-1996</b> | <b>BTEC Intermediate Art &amp; Design</b><br>The Henley Sixth Form College – Henley-on-Thames    |
| <b>1994-1995</b> | <b>GNVQ Advanced – Leisure &amp; Tourism</b><br>The Henley Sixth Form College – Henley-on-Thames |

**Additional Information**

As an unshakable fan and advocate of the Immersive Content space in which I work, regularly visiting immersive installations, exhibitions and shows.

**Referees**

- John Cassy, Chief Executive, Factory 42
- Luke Ritchie, Head of Innovation and Partnerships at Philharmonia
- Gina Fegan, Producer and Director of International Film and Theatre Productions

**References available upon request**