

# MARTIN PELHAM

SENIOR MARKETING & OPERATIONS EXECUTIVE | PRODUCER

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## PROFESSIONAL SUMMARY

Senior Marketing & Operations Executive with 20+ years building the commercial and creative infrastructure of world-class entertainment organisations. Fourteen years at LAIKA Studios across six Oscar-nominated productions — growing the studio's digital capability from the ground up, building its first consumer products division to nearly \$1M revenue, and producing global marketing content across five feature films. Early career at Warner Bros. on the first digitally shot stop-motion feature. Currently directing production operations and investor packaging at Monarch Universal Productions. Founder of two boutique consultancies — Metolius (US) and Frazee Shift (UK) — delivering marketing transformation and operational strategy across entertainment, AgTech, and hospitality. A trusted C-suite partner who bridges creative vision and commercial execution.

## PROFESSIONAL EXPERIENCE

### Director of Production & Operations / Producer

Monarch Universal Productions | Entertainment

April 2024 – Present | USA

Building the operational and commercial infrastructure of an independent film and television studio from the ground up, with direct responsibility for investor readiness, production governance, and marketing strategy across a slate of feature film projects.

- **Investor Packaging:** Authored comprehensive pitch decks, P&L models, and production budgets to support financing conversations with global distribution and investment partners
- **Legal & Financial Infrastructure:** Established SPV frameworks and managed all associated legal contracts and corporate documentation for individual film projects
- **Production Governance:** Audited chain of title, legal coverage, and technical breakdowns across the slate to ensure projects are structurally sound and ready for execution upon funding
- **Marketing Strategy:** Developing multi-platform marketing and distribution strategies aligned with theatrical, streaming, and broadcast release models

**Key Impact:** *Three flagship film projects matured from development to investment-ready status; SPV and governance frameworks established for global distribution.*

### Director of Strategy & Operations

Northell | AgTech & Digital Transformation

January 2022 – September 2024 | UK & Remote

Embedded directorship leading digital transformation and commercial operations for a major global AgTech client (name withheld by mutual agreement). Led marketing strategy, operational restructuring, and growth across EMEA, APAC, and US markets.

- **Digital Transformation:** Implemented HubSpot CRM with UTM tracking, lead scoring, and automated workflows; drove full transition from paper-based to digital marketing operations across international markets
- **Revenue & Market Growth:** Delivered 700% increase in lead engagement and 30% YoY revenue growth; drove 3% market share expansion for a legacy enterprise with no prior digital infrastructure
- **AI & Product Innovation:** Served as Product Owner on a digital product discovery tool; developed AI-driven localisation workflow across EMEA/APAC, reducing creative production cycles by 40%
- **Operational Restructuring:** Contributed to restructuring of internal operations, business development strategy, and branding in preparation for investor conversations

**Key Impact:** *Established digital baselines, reporting dashboards, and scalable content strategy for a global AgTech business operating across four regions with zero prior digital infrastructure.*

## CORE SKILLS

### Strategic Operations:

Corporate infrastructure, digital transformation, pipeline optimisation, SPV setup & management

### Investor Readiness:

Investor packaging, P&L modelling, pitch strategy, financial modelling, capital raising

### Brand & Creative Stewardship:

Global brand positioning, producer-level project management, brand bible development, licensing strategy, C-suite partnership

### Growth & Demand Gen:

ABM, AI-augmented CRM (HubSpot), lead scoring & nurturing, performance analytics, full-funnel automation

### Governance & Leadership:

Corporate governance, chain of title & legal auditing, vendor management, budgeting (£5M+ P&L), cross-regional team leadership (3–25 people)

## AWARDS & CAMPAIGNS

### Academy Awards (Oscars)

Integral role in six consecutive Best Animated Feature nominations across Coraline, ParaNorman, The Boxtrolls, Kubo and the Two Strings, and Missing Link

### Emmy Awards

3 wins including NAMOO campaign led for Baobab Studios

### Golden Globe & BAFTA

1 Golden Globe win, 1 BAFTA win  
12 total nominations across campaigns

### Annie Awards

Multiple wins and nominations across LAIKA productions

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## Founder & Principal | Fractional CMO & Operations Director

Metolius (US) & Fraise Shift (UK) | Entertainment/Cosmetics/Retail/Hospitality

Mar 2020 – Feb 2022 | Sep 2024 – Present | UK, USA & Remote

Built and operated two boutique consultancies delivering marketing strategy, digital transformation, and operational turnaround across entertainment, AgTech, hospitality, and outdoor retail. Paused January 2022 on appointment as Director at Northell Ltd; reactivated September 2024 alongside Monarch engagement.

- **Entertainment & Awards:** Led Emmy-winning campaign for Baobab Studios (NAMOO); directed Universal Pictures partnership for Living Room Theaters grand opening — 20x traffic increase, 32% ticket sales uplift
- **Hospitality Operations:** Delivered full operational audit, staffing model, and financial forecasting for Lancaster Golf Club clubhouse transformation — identified £4,700+ quarterly lost revenue, built phased 40%+ margin growth roadmap
- **AgTech & Retail Growth:** Full market and competitor analysis for Norbreck Genetics; 35% audience growth and online sales uplift for Next Adventure through integrated content strategy
- **Acquisition Support:** Embedded as Marketing Director for Bath Club; scaled customer base 40% in 12 months, supporting successful acquisition by October 2021

**Key Impact:** Consistent track record of entering organisations underperforming relative to their commercial potential, diagnosing the gap, and building the infrastructure to close it.

## Head of Marketing & Post Production (Progression)

LAIKA - Animation/Entertainment

June 2006 – February 2020 - Hillsboro, Oregon

Fourteen-year progression from Media Services Manager to Head of Marketing & Post Production across five feature films. Built the studio's digital, commercial, and marketing infrastructure from the ground up — all noted quantified achievements started from zero.

- **Consumer Products Division:** Built LAIKA's first DTC consumer products division from zero to nearly \$1M revenue in three years through strategic licensing, premium product positioning, and event-based market testing
- **Digital Pipeline:** Re-engineered the studio's delivery pipeline, reducing conformity and delivery timing by 90% and driving a 3,780% increase in digital content output over the 14-year tenure
- **Social Media & Brand:** Grew social presence 10.4x to 176K followers with 6.32% engagement rate — 16.2x higher than entertainment industry benchmarks — from a zero base
- **Content Production:** Produced all supporting studio content across five features: global trailers, featurettes, EPKs, award-winning Making Of books, and filmmaker Q&A cinema series driving 3x ticket sales uplift
- **Award Campaign Operations:** Managed high-stakes awards-season operations across six consecutive Oscar-nominated campaigns; led strategy for Emmy, Golden Globe, BAFTA, and Annie Award submissions

**Key Impact:** Architected a 90% reduction in global delivery times while building a \$1M DTC revenue stream, a dominant social media presence, and an industry-recognised awards operation — all from zero.

## Digital Systems Supervisor

Warner Bros. - Feature Animation/Entertainment

February 2003 – September 2005 - London, UK

- **Industry First:** Designed and oversaw the first stop-motion feature film shot digitally — Tim Burton's Corpse Bride — managing all technical infrastructure and colour pipelines for global distribution
- **Commercial Oversight:** Managed IT procurement and monthly budget reviews for a 200+ employee production; aligned technology spend with creative milestones across Big Fish and Charlie and the Chocolate Factory

**Key Impact:** Pioneered the technical transition from physical to digital stop-motion production — a first in the history of the medium.

### PROOF POINTS

#### Consumer Products

\$0 to ~\$1M DTC revenue in 3 years (LAIKA)

#### Digital Pipeline

48hr to 6hr delivery — 90% reduction

#### Social Growth

16.8K to 176K followers (10.4x) at 16.2x industry engagement benchmark

#### AgTech Transformation

30% YoY revenue growth, 3% market share gain, 700% lead engagement increase

#### Living Room Theaters

20x traffic increase, 32% ticket sales uplift at grand opening

#### Comic-Con 2018

280% increase in consumer product sales YoY

#### Bath Club

40% customer base growth in 12 months, supporting successful acquisition

#### Filmmaker Q&A Series

3x increase in cinema ticket sales

### EXECUTIVE EDUCATION & ACADEMIC BACKGROUND

The Entrepreneurial Edge Program

London Business School

Leadership Development Program

Center for Creative Leadership

BSc Multimedia Technology

University of Greenwich, London

### EARLY CAREER FOUNDATIONS:

IT Manager / Graphic Designer

Projected Image

Live Events & Entertainment

Designed and implemented the IT infrastructure and custom CRM/Database for a film/event industry vendor; streamlined job tracking and billing systems.

IT Manager / Technical Project Lead

Decision Stream

Executive Coaching

Led system automation and motion capture feasibility studies; successfully secured a SMART award for team development technology.