

**David Parrish**

*Helping creative entrepreneurs world-wide to become even more successful*



# Business Advice and Consultancy

## Overview

David is an experienced business adviser and management consultant, specialising in helping businesses and organisations in the creative and digital industries. He works internationally and advises clients on business growth, managing change, strategic marketing, leadership, intellectual property and international business.

## Business Growth Advice, Consultancy and Coaching

David works independently with clients as a management consultant, coach and trainer. He also works through business support organisations and enterprise agencies in the UK and world-wide.

"The choice to work with David was definitely the right one. In less than two days time we had crafted a cohesive short term and long term strategy that provides for desired growth, protects our IP, enables investment, and allows us to retain creative control of our technology. David's ability to listen to your situation, to understand it, and then determine a course of action based on your specific needs and goals is rare and a makes David a joy to work with."

Aric Wanveer

Zero Gravity Creations LLC, Baltimore, USA

## Clients

David's business advice has helped hundreds of creative and digital businesses to grow. He works with senior managers who are leading their businesses through periods of change. He has helped hundreds of creative businesses in the fields of design, branding, advertising, music, publishing, software and games, animation, designer fashion, photography, film and video, performing arts, digital marketing and architecture.

## Credentials

David has direct experience of setting up and managing creative businesses through periods of growth and change. He is a member of several professional institutes in the fields of marketing, management, leadership and professional consultancy.

## Work with Creative Industries Development Agencies

David works with business support agencies to design and deliver projects that help businesses in the creative and digital sector to grow, create jobs and increase exports.

"As an economic development agency, we help creative and digital businesses to grow and create jobs. We are judged on results, so we use Dave as a business adviser because he delivers results."

Kevin McManus

Head of Sector Development: Creative and Digital  
Merseyside ACME / Liverpool Vision, UK.

He also advises creative industries development agencies in the UK and overseas, for example Colombia's principal creative industries development agency, PRANA.

"David's engagement and visit to SPARK business park has been an amazing motivation to our startups, with concrete outputs when it comes to them creating new marketing strategies, adapting the existing ones and forming brand new ideas with David. The startups have been talking about David's amazing advice and encouragement for long after he left SPARK and he certainly made a significant impact on our community - especially through follow ups and being open to further communication and collaboration as a future mentor to our startups. We appreciate the enthusiasm and all the stories that he shared with us. Also, SPARK team had the pleasure to have very interesting conversations with David and his insightful observations improved our perspective on our startups, ourselves as a team and the IT eco-system as a whole."

Sara Lerota.

SPARK Business Park.

Mostar, Bosnia and Herzegovina.

## International Experience

David has worked in more than 50 countries around the world, from Azerbaijan to Zimbabwe.

Some examples of creative industries support organisations include: the Creative Industries Agency (Russia), Bilbao Ekintza (Spain), The Big Idea (New Zealand), Innovasjon Norge (Norway), Creative Industries de los Rios (Chile), SEBRAE (Brazil), Biz Labs (Bulgaria), SATU (Finland) and the British Council in various countries.

For more information about projects, clients and credentials see:

[www.davidparrish.com](http://www.davidparrish.com)