

David Parrish

Helping creative entrepreneurs world-wide to become even more successful



Qualifications and Credentials

David Parrish MBA, MCMI, MIC, MCIM, FInstLM, FRSA
Chartered Marketer

Qualifications and Professional Accreditations

- Masters Degree in Business Administration (MBA) with distinction, from Bradford University School of Management, one of Europe's leading business schools.
- Member of the Chartered Management Institute (MCMI)
- Member of the Institute of Consulting (MIC)
- Member of the Chartered Institute of Marketing (MCIM)
- CIM 'Chartered Marketer'.
- Fellow of the Institute of Leadership and Management (FInstLM)
- Fellow of the Royal Society of Arts (FRSA)

Publications

'T-Shirts and Suits: A Guide to the Business of Creativity'. Merseyside ACME. First published 2005. Reprinted 2006. ISBN: 9780953825448

(Also available as an AudioBook and eBook)
(Translated and published in China, Colombia, Taiwan, Spain, Lithuania, Thailand, Chile and Ukraine.)

'Chase One Rabbit: Strategic Marketing for Business Success. 63 Tips, Techniques and Tales for Creative Entrepreneurs'
Published 2014 by Wordscapes, UK.
ISBN 9780957694545

(Also available as an AudioBook and eBook)
(Published in Spanish and French.)

'Making a Business Plan'. Chapter in 'Read this First: Growth and Development of Creative SMEs'.
Published 2007. ISBN/EAN 978-90-810079-2-4

'Designing Your Creative Business: A Toolkit for Creative Entrepreneurs'
Published 2008. ISBN 978-0-9560744-0-9

'Creative, Cultural and Digital Industries Guide'
Business Link West Midlands. 2008

Consultancy and Training Experience

David has 20 years experience as a full-time professional business adviser, trainer and consultant, specialising in the creative industries and cultural sector.

Website:

www.davidparrish.com

Consultancy assignments include business planning, strategic marketing, and other business development issues. Training workshops devised and delivered include 'Creative Advantage', 'Creative Focus', 'Creative Marketing', 'Creative Finance', 'Focusing Creativity' Business Strategy, Intellectual Property, Leadership, and Managing Change.

International Work

David has undertaken professional assignments in Azerbaijan, Belarus, Belgium, Bosnia & Herzegovina, Brazil, Bulgaria, Canada, Chile, China, Colombia, Croatia, Denmark, Egypt, Estonia, Finland, France, Germany, Holland, India, Indonesia, Italy, Jamaica, Korea (South), Kosovo, Laos, Lithuania, Malaysia, Morocco, New Zealand, Norway, the Philippines, Portugal, Romania, Saudi Arabia, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, the United Arab Emirates, USA, Vietnam and Zimbabwe, as well as in the United Kingdom.

Businesses and Directorships

David is a director of a number of management consultancy and training companies. He is also involved in other creative businesses as an entrepreneur and company director. He is a director of T-Shirts and Suits Ltd, T-Shirts and Suits Enterprises Ltd and Zip Creative Licensing Ltd.

Previous Experience

- Managing Director of Password (Books) Ltd, an international book distribution and marketing company for specialist book publishers.
- Finance and Publishing Co-ordinator at Commonword publishers.
- Manager of Metro Books (Bury) Ltd, a community bookshop and workers' co-operative.
- Also worked as a van driver, civil servant, fork-lift truck driver, factory labourer and teacher of English as a foreign language.

Testimonials and References

A selection of testimonials from consultancy and training clients are available online and contact details of current and former clients are available on request.