



Mike Greenwood

Writer / Producer / Director

Bio & CV - April 2016

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Mike Greenwood is an award winning writer, producer, executive producer and presenter of television, radio and on-line content.

Between 1982 and 1996 he was a producer, chief producer and editor of BBC radio and television.

He began his career in BBC local radio before moving to BBC RADIO 4 where he produced arts, science and documentary features. He was chief producer in the RADIO ARTS UNIT, acting editor of the RADIO SCIENCE UNIT and founded the RADIO 3 programme NIGHTWAVES.

A winner of the prestigious BP ARTS JOURNALISM AWARD, he moved into television where he worked as a producer on BBC 2's THE LATE SHOW and LATE REVIEW.

As commissioning executive and executive producer for BBC EDUCATION FOR ADULTS, he was director of the STUDENT CHOICE campaign, which won three ROYAL TELEVISION SOCIETY awards.

Since leaving the BBC in 2002, as a freelancer he continues to produce, executive-produce and present programmes on BBC RADIO 4, BBC RADIO 4extra and BBC WORLD SERVICE.

He produces a wide range of audio, visual and written content for non-broadcast clients. He has worked with organisations as diverse as the UK PARLIAMENT, KEW GARDENS and many corporate clients specialising in marketing and communications.

He has produced and directed many short films for the PARLIAMENTARY ART COLLECTION; created podcast, audio guides and an interactive mobile app on the workings of both Houses of Parliament; podcasts for corporate clients in the private sector; interviews for a major oral history project, and course content for the OPEN UNIVERSITY.

MIKE GREENWOOD - CV - SELECTED CREDITS
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EDUCATION & TRAINING

1996 > 2002 - BBC EDUCATION FOR ADULTS - Commissioning Executive and Exec. Producer

Developing, commissioning and executive-producing a wide range of programmes for mainstream radio and television, and leading multi-media social action campaigns targeting specific audiences with key messages, including the three time ROYAL TELEVISION SOCIETY award winning strand STUDENT CHOICE.

2002 > 2004 - BBC TRAINING & DEVELOPMENT

Freelance trainer in broadcasting skills, including production, scripting and presentation.

2009 > 2015 - PIER PRODUCTIONS

Director of Education.

2010 > present - CITY UNIVERSITY - DEPT. OF JOURNALISM

Guest tutor and guest lecturer on radio journalism courses at undergraduate and MA level.

DIGITAL

2002 > 2007 - CULTURE ON-LINE - Commissioning Executive

A ground-breaking initiative for the DEPARTMENT OF CULTURE MEDIA AND SPORT, working with organisations in the cultural sector to develop ways of reaching audiences digitally. The projects he led won many awards, including three BAFTAs.

2008 > 2009 - CREATIVE & CULTURAL SKILLS - Interim Director of Digital Services

Led the development of the CREATIVE CHOICES website.

DIGITAL CONSULTANCY

Clients include:

- UK ARTS COUNCIL's AMBITION PROJECT - working with LUDUS DANCE and CRAFT SCOTLAND to extend their digital reach to audiences.
 - PUBLIC HEALTH GENETICS UNIT, Cambridge - investigating the effectiveness of on-line information on genetics for public health staff.
 - BBC EDITORIAL POLICY - aiding development of an online module on good editorial practice for all BBC staff.
 - BECTA - communicating research findings to policy makers and education practitioners.
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PRO BONO WORK

Mike is a trustee of a major UK environmental charity, THE WOODLAND TRUST, where he takes a special interest in their communications strategy. In addition to serving on the board, he also sits on their finance and audit committee and their digital sub-committee.

He is vice-chair of governors at Rhodes Avenue School in London, a local authority primary school rated by OFSTED as “outstanding.”

SUMMARY

- Highly developed media skills in production, presentation and training.
- Extensive experience of reaching a range of audiences with targeted messages.
- A well developed understanding of the way organisations operate and communicate in the public, private and third sectors.
- First hand experience of the processes of commissioning and procurement, managing suppliers and keeping a focus on delivery, quality and value for money.

- Personal Skills: An excellent communicator with an extensive network of contacts and am adept at helping organisations deal with the media.

- He is a qualified PRINCE2 Project Management practitioner, and speaks a number of languages.