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BRANDS AT WORK PROMOTES LONG-STANDING PRODUCER DAN BROADBERRY TO OPERATIONS MANAGER

Dan, who is one of the agency's longest standing team members, will be reporting directly to Managing Partner John Birger, ensuring the business operates as effectively as possible on a day-to-day basis. This newly created role comes as part of the agency's flourishing growth spurt, as they continue to grow their leadership team and work with new and established clients to deliver a wave of virtual events and humanised hybrid experiences.

He joined Brands at Work on a 12-week placement as a Production Assistant and has risen the agency's ranks over seven years, having spent the last four as a Producer. After winning a C&IT A-list award in 2019 – a category that recognises the rising stars among the industry's top talent – it's no surprise that Dan has made the natural progression into a managerial position.

Speaking on his promotion, Dan said *"I was very flattered to be asked to take on the role of Operations Manager. While it's something I had definitely imagined on my career path, the opportunity came sooner than expected, which was a nice surprise!"*

He continued, *"Ever since I joined Brands at Work, I've enjoyed playing my part in creating our friendly, fun and inclusive work environment, which enables people to deliver their best work. This new chapter opens up even more potential to influence that; sustaining our success as we grow and building on everything we've achieved with our collaborative culture and award-winning work so far. I'm looking forward to further strengthening Brands at Work's position as a leader in the industry and a benchmark for operational excellence, for the benefit of everyone involved."*

This promotion further demonstrates how Brands at Work is well versed in hiring and retaining top talent, as well as reinforcing the company's talent strategy to encourage team members to gain varied experience, hone their skills in other roles and empower them to discover their ultimate 'sweet spot'. This is something the Managing Partners believe is the key to the agency's continued growth and success.

On Dan's promotion, Managing Partner John Birger says *"Since joining us in the very early years of the company, Dan has made a huge contribution to the success of Brands at Work in so many ways. He's shown great commitment and ability in his journey to becoming a valued and trusted Producer. Simultaneously, his natural curiosity and problem-solving instinct led him to dive into many areas of the company that were not his primary responsibility, from installing new telephone and IT systems to championing our herd culture. This broad knowledge of all aspects of the agency, its inner workings and its ethos, make Dan the ideal person to take on this role. I look forward to seeing him thrive in this capacity in the years to come."*

Having successfully navigated through the challenges of the past year and been crowned 'Challenger Agency of the Year' at the EVCOM London Live Awards recently, this is a hugely exciting new chapter for Brands at Work. The agency sees this promotion, alongside the recent acquisition of other senior team members, as a real statement of intent, as it continues to win new business and deliver outstanding work for its diverse client base.

About Brands at Work

Brands at Work is an award-winning live, virtual and hybrid communications agency. We specialise in the creative design and delivery of business-to-business/employee/consumer marketing and event communications.

Brands are built one thought, one idea at a time. But there's a big difference between thinking something and actually doing it. We bridge that gap, transforming complex strategy and brilliant ideas into bold experiences. We put your stories to work, engaging audiences and getting lasting results.

We are ideas in action. We are Brands at Work.

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