

David T Cardwell

Personal Details

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Employment

2004 – Current Cardwell Consultancy – Director

Cardwell consultancy was formed in 2002 to advise media and marketing companies on strategic development, including raising equity/debt finance and negotiating on mergers and acquisitions

- Non-executive Chairman Parthenon Entertainment Group Ltd
- Non-executive Chairman Grosvenor Street Management Ltd
- Non-executive Chairman LFH Ltd
- Director AirDAT Ltd
- Consultant Smith & Williamson

2003 – 2004 Copyright Promotions Group Plc – Non-executive Chairman

Overall responsibility for the strategic direction of the parent company and its subsidiaries.

2000 – 2003 Copyright Promotions Group Plc – Executive Chairman

Following ISMM's well publicised insolvency in 2001, responsible for raising the debt and equity finance for the management buyout of CPG.

1999 – 2000 Copyright Promotions Group Plc – Deputy Chairman

Led the key negotiations for the de-listing and sale of CPG to the Swiss-based media group ISMM for £22 million. Appointed to the Executive Committee of ISMM's main subsidiary ISL. Negotiated the acquisition of Leasureview/DD Video Ltd a leading producer and distributor of factual and entertainment videos. In addition negotiated the exclusive licensing representation for CPG for the FIFA World Cup 2002.

1974 – 1999 Copyright Promotions Ltd – Co-founder/Joint Managing Director

CPL was one of the first independent licensing companies in the United Kingdom, licensing third party rights on behalf of rights owners primarily in the entertainment field. In its first year of operation, negotiated key television, video licensing and other ancillary media rights from the Enid Blyton Estate, subsequently packaging successful television series of Noddy, The Famous Five, etc., for the ITV network. Success of this venture with the Blyton Estate led to the formation of a separate company with them, Worldwide Audio Products Ltd (WWAP), to exploit the audio (i.e. record and cassette) rights to the several hundred Blyton publications. In all, 22 million 'talking books' were sold globally. CPL sold its shareholding in WWAP to the Blyton estate in 1978 for a substantial capital gain.

CPL consolidated its success as the number one UK licensing agency representing, amongst others, the majority of the Hollywood studios i.e. MGM, Paramount, Sony, Twentieth Century Fox, Universal, Lucas Film etc. Major marketing and licensing programmes featured Spiderman, Mr Men, Pink Panther, Star Wars, The Simpsons, Tom & Jerry, The Flintstones, Dennis the Menace, Star Trek, Teenage Mutant Ninja Turtles and many others. In 1988 CPL was acquired (by agreement) by Mosaic Investments Plc, a mini-conglomerate. In 1991 CPG initiated and led the company into a major expansion in Europe, culminating in wholly owned subsidiaries in France, Germany, Spain, Italy, Greece, Holland, Belgium and Portugal. This was, and remains, the only independent licensing agency operating on a pan-European basis. A new 'holding' company, Copyright Promotions Licensing Group, was formed to incorporate the European offices. Success of the European venture led to CPLG winning the International Licensing Agency Award for marketing expertise on three separate occasions.

1972 – 1974

Dimension Productions Ltd – Managing Director

Managing Director, Dimension Productions Ltd – Dimension was a theatrical production company producing and packaging shows for both the major London and provincial theatres.

As MD and Executive Producer, responsible for negotiating rights to the various productions, recruiting all key personnel e.g. stage director, choreographer, lighting director, music director, etc., in addition to negotiations of all theatre agreements.

1970 – 1972

Positive Management Ltd – Managing Director

Managing Director, Positive Management – PML was a show business and record promotions company. Responsible for finding managing and promoting new musical talent including the negotiation of record television and tour agreements.

1966 – 1970

A.Hand Publications Ltd – Features Editor

A. Hand Publications were a group of music and leisure publications. As Features Editor, responsible for all major interviews both in the United Kingdom and the United States. Author of various book publications on the music industry.

Key Achievements

- Created the concept of the first audio "talking books" in the United Kingdom, subsequently selling over 22 million units.
- Created the first large scale children's theatrical productions in joint venture with Moss Empires (at that time owners of The London Palladium, Victoria Palace and major provincial theatres) culminating in largest ever box-office revenues in the United Kingdom for productions of this nature.
- Co-founded the UK's most successful independent licensing agency, Copyright Promotions Ltd. Initiated the first ever direct license agreements with Marks and Spencer, Tesco, Sainsbury's, Safeway, Asda, Woolworths, etc.
- Created the strategy for an independent Pan-European licensing agency, subsequently opening nine offices in the major countries in Europe. This operation remains the only independent Pan-European operation of its kind.
- Negotiated exclusive licensing representation agreements with rival Hollywood studios, MGM, Universal, Columbia (now Sony) Paramount, Twentieth Century Fox, Lucasfilm, etc.
- Initiated strategic move into sports licensing, securing the exclusive worldwide rights to the Cricket World Cup 1999, Euro 2000 Football Championships, 2002 FIFA World Cup and the RFU (Rugby Football Union)
- Lead negotiator for sale of Copyright Promotions to Mosaic Investments plc for £3.5million in 1988. In partnership with Solomon Hare, negotiated management buyout and subsequent flotation of Copyright Promotion plc on the main Stock Exchange. Initiated the de-listing and sale of Copyright to ISMM, the Swiss-based media group.
- Negotiated the management buyout of Copyright from ISMM for minimal value.
- International Representative on the Executive Board of LIMA (Licensing Industry Merchandisers Association) in the United States
- Honoured by the licensing industry with the first 'Special Lifetime Achievement Award' in 2002