

Kate Bradshaw

Kate is an experienced digital professional with a specialism in the TV industry and an award-winning track record in commissioning and producing successful digital products – online and mobile - for some of TV's top brands such as ITV's The X Factor, I'm A Celebrity Get Me Out Of Here, Coronation Street, BBC Two and BBC Four. Her experience spans Deputy MD and Head of Online Commissioning at ITV.com where she managed a team of 50; Director of Online Production at IMG, and Executive Editor at the BBC. Both at the BBC and at ITV, Kate worked closely with her TV commissioning colleagues and has built up a deep understanding of the TV business, resulting in a breadth to her digital media commissioning and production experience.



Kate started her digital career selling Apple equipment, a role she was uncertain about at first, never having touched a computer. Never knowingly put off, she fell in love with Apple's products and became a top sales person, although her revenue generation was not matched by her strategic vision, as when faced with the web for the first time in 1992, she remarked it would never catch on.

During the following years Kate focused more on content production and led production teams for CD ROMs, 3D animations and websites for broadcast and corporate customers. In 1999, she joined BBC Wales and led the online production team before joining UKTV. She then moved on to launch the digital presence for BBC Four both online and red button; and then in 2006, she was the digital lead on the BBC's first ever on-demand website featuring shows like The Apprentice and Top Gear and an innovative new interface and content mix.

Kate joined ITV in 2008, where she commissioned the first online only scripted episodes of Coronation Street and The F Factor which is an online only show, a witty recap of each week's X Factor action. She and her team won an International Emmy in 2010 for Primeval Evolved as well Revolution Awards for Best Use of Social Media The X Factor 2010, and Best Entertainment Site I'm A Celebrity Get Me Out of Here 2010.

Right now, she's training to become a coach and aims to use her coaching practice to enhance and compliment her digital consultancy, hoping not to overlook the next revolution as she almost did with the web.

Her interests and specialisms are:

- Proposition development and refinement
- Devising new formats for connected platforms
- Audience insight to target the right audience at the right time
- Rights and revenue implications and challenges
- Smooth, compelling, cross platform product experiences
- Establishing teams and processes
- Executive producer – delivery on time within budget