

“You’re never going to kill storytelling,
because it’s built into the human plan.
We come with it.”

Margaret Attwood

Shai Bowman
Creative Lead

March 2025

Shai Bowman

Creative Lead

**Storytelling is at the heart
of everything we do.
Really.**

We tell and listen to stories because we have to, it's a fundamental part of being human. But as every good parent knows, even the best of stories can benefit from a little theatre. This enables us to connect with our audience on an emotional level, allowing us to tell a compelling story that informs, encourages thought or action, and ultimately in some small way, delights.

**So why tell stories?
To help solve problems.
It's that simple.**

We're all trying to solve problems. Whether that's a pitch proposal, a business transformation, or a marketing campaign. We use storytelling to help make sense of and structure our message, to target our audience, craft our narrative, and ensure it resonates emotionally. Whether that involves guardianship of a global brand, transforming the creative culture within an organisation, or creating content for social media. We should always attempt to engage with people genuinely and emotionally.

Shai Bowman

Creative Lead

**‘Creative’ is not just the What.
It’s also the How and the Why.**

I am a senior creative who has been actively involved in the creative industry for over 25 years, the majority of which has been spent working with new technology and channels, predominantly focused on digital brand solutions.

In this time I have gained a wide range of experience and knowledge in film production and motion graphics, Advertising and Digital MarComms, and UI and Application design. All gained in a broad range of sectors, including retail, entertainment, automotive, financial, and telcos. Including significant Brand guardianship roles for brands such as Orange, T-Mobile and Toyota.

I have always maintained hands-on design skills and a consistent desire to raise creative quality and expectations in all environments through professional encouragement, and by example.

Wherever I have worked in a senior position I have always sought to encourage those around me, regardless of experience and ability. In this respect my ability to manage and inspire individuals has been extremely beneficial to both others and myself. This ability to interact successfully, inspire trust and heighten creative expectations has also reflected in my relationships with clients.

Shai Bowman

Creative Lead

Education

BA (Hons)

Graphic Design and animation

Central St Martins School of Art and Design

March 2025

Shai Bowman

Creative Lead

Employment

2021 – 2024

Head of Creative and Design - MPB group

MPB is the largest global platform to buy, sell and trade used photo and video gear and my most recent role. It required the full range of internal creative management skills from delivery, standards, processes, mentoring, line management, ideation and marketing strategy across 3 global locations. It also required a full rebrand with supporting documentation, implementation, and communications. I was also responsible for activities and leadership to raise the general level of creativity across the business.

2017 – 2020

Creative Director - Valtech

As the UK Creative Director for Valtech, my remit was to increase the overall creative capabilities within the agency through direct input and the implementation of new processes and ways of working and thinking. I oversaw a long-term relationship with Toyota Europe involving multiple large scale projects. It also required fundamentally changing the way that the agency told stories through promotion and pitch.

March 2025

2015 – 2017

Group Creative Director - Warmup

I instigated and oversaw a major rebrand of the group, clarifying and creating a new brand story, redefining all aspects of the visual identity and communications and producing a full suite of collateral including the creation of an in-house video production facility. I also introduced systems and channels to support the rollout and successful implementation of the new brand across a global network of marketing teams.

2013 – 2014

Creative Director - FTI Consulting

As the Creative Director for Strategic Communications I was responsible for all creative output for FTI and its clients, providing a full service including Corporate reporting, brand creation, Internal Comms, web and social media content, design and strategy. As well as managing and overseeing an award winning design and production team.

Shai Bowman

Creative Lead

2010 – 2013

Lead designer - Intel

Whilst at Intel I managed the digital Brand, design and UX for Intel's Open Source operating system 'MeeGo'. I also worked closely with partners such as Samsung to develop next generation mobile user interfaces.

2009 – 2010

Lead Art director - Universal Music Group

This was a new and significant e-commerce download service that required the management of an internal team, setting an overall style, creating relevant documents, briefing, management and creation of multiple product 'boutique' online stores with individual stories.

2007 – 2009

Senior Art Director - LBi

My primary role at LBi was to manage and oversee Orange mobile's global digital brand. This required working with multiple stake-holder client groups, directing and managing multiple projects as the brand ambassador, whilst contributing to other client and pitch work.

2004 – 2006

Head of Design Complete

Alongside the management of a large and busy design studio, I was also responsible for overseeing a long term relationship with T-Mobile servicing their entire UK online presence and the development of T-Mobile's e-commerce offering, working closely with the client to understand and adapt it's business offerings.

Shai Bowman

Creative Lead



Creative director, strategist, ideas person, no title truly captures Shai's mind-boggling creative bandwidth.

Shai expertly defined an Accelerate brand story, tone of voice, a plan for multiple LinkedIn campaigns, as well as detailed animation storyboards and direction for those campaigns.

Shai's ability to understand and empathise, whilst also challenging to push for better outcomes; resulted in him delivering truly excellent work, that was way beyond what we had imagined was possible.

It was a hugely enjoyable experience and we can't recommend Shai highly enough.

Nick Zak

Accelerate Co-Founder

Shai Bowman

Creative Lead



Shai and I worked together on a £15m contract at Valtech to enable Toyota Financial Services to sell cars and their lease agreements online, direct to customers.

Shai contributed some astounding creative work including a TV spot, dealership concepts focussing on augmented reality– building on the Toyota history and narrative with QR codes. He led the customer workshops and strategy with the board members of Toyota Financial Services Europe and led the team that delivered the dealership outcomes.

Shai's TV spot became iconic with Toyota Financial Services Europe, as the most viewed internal video clip on the direction of Toyota; this is the best testament one can have for creativity and execution.

I found Shai to be a natural leader, relaxed in style whilst getting things delivered, that enabled creativity to flourish and have a direct impact on Toyota.

Dan Klein

Zühlke Group Head of DATA

Thank you for taking the time to read this story. I hope you enjoyed something you saw or read along the way. Please don't hesitate to get in touch if you'd like to chat.

shai71bowman@gmail.com
07856 684599

www.shaibowman.uk

Thank you
Shai Bowman

March 2025