

who we are



Elena Adams Producer and Director

Award winning producer Elena Adams has over 25 years in broadcast and corporate television. Elena worked at the Australian Broadcasting Corporation and for Thames TV in drama, news and documentaries for many years, before setting up and running, Thames Corporate, a new corporate production company for Thames TV. Greenpeace Communications was her next stop for 5 years working as Head of Production, responsible for international television coverage of campaigns and live events world-wide, working with 33 national offices in 22 countries. Moving back to corporate she built from scratch and ran World Television's corporate television arm, producing award winning programmes and events for various clients including BG, Reuters, HSBC and BP. Her work with BP included producing a quarterly review programme with the CEO and his team for 5 years that was watched by 60,000 employees around the world. Elena spent 12 months working as a communications advisor for an international petrochemicals company before she set up Straightforward Communications, specialising in video, events, web casts and media coaching. Elena produced and researched a feature length film about the history of BP with Golden Globe and Emmy award winning writer/director Nigel Williams. Among her clients are: Alstom, Doosan, BP and Bank of America/Merrill Lynch.

Martin Rosenbaum Executive Producer

Martin has over 30 years experience as a producer of television documentaries, corporate communications and educational materials for teachers and pupils, and public sector communications. From 1983 to 2000 he was the Executive Producer at World Wide Pictures responsible for the company's corporate and factual television output including many award-winning productions, as well as a wide range of programmes for BP. Martin has been a main producer of teacher training videos to support the DfES' National Literacy and Numeracy Strategies and the work of the QCA including projects on Speaking, Listening and Drama, and Special Needs education. Since 2000 Martin has produced a number of highly acclaimed feature-length documentaries for the BBC and in co-production with other European and US producers. These films include Sophie Fiennes's *The Pervert's Guide To Cinema* (premiered at the Toronto Film Festival 2006), *Searching For The Wrong-Eyed Jesus* (released theatrically in the US in 2005 and shown on BBC 2 and 4), *The Room* (a 2-part profile of Harold Pinter), *Painting The Clouds: A Portrait Of Dennis Potter*, *Calling Hedy Lamarr* (premiere at Locarno and LA Film Festival 2004) and *Dance With A Serial Killer* (a France/UK coproduction premiered at the Sheffield Doc/Fest 2007). He has produced *The Strange Luck of V.S. Naipaul* and *The Hunt for Moby-Dick* for BBC Arena and *Cab Driver: the third film in a BBC Arena's London Transport Trilogy*, the anniversary of the National Theatre and many more broadcast programmes. Martin is a past Chairman of the IVCA and a Fellow of the RSA.

David Betteridge Director and Cinematographer

David has over 15 years experience producing commercials, corporate video, television documentaries, music videos and interactive media. He describes himself as 'half man, half camera'; he is experienced in shooting and lighting all video tape and film formats and digital photography. David has directed over 150 productions ranging from corporate, broadcast documentaries, short dramas and live events. David is also an accomplished and award winning editor and script writer and is highly experienced in delivering media across interactive platforms including DVD, web and on mobile phones. Awards include a Clarion Gold in 2006 for a film for Barclays Bank, a Grierson nomination for the Most Entertaining Documentary for *Maidens of the Lost Ark* for Channel 4 and he was named by Pixel surgeons as one of the top 20 new digital image makers worldwide.

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Paul Henman

Director: Commercials and Corporate

Paul is ex Creative Director of Chiat Day Advertising in Los Angeles, one of the biggest advertising agencies in the USA. He began directing commercials in the early nineties out of LA and NY, returning to the UK 10 years ago. Paul has a very impressive commercials reel; 4 of his commercials are on Straightforward's show reel. His commercial credits include: American Airlines, Sanyo, Pioneer, Honda, Yamaha, BT, Ferrero Chocolate, Marlboro, Camay, Guess Jeans, Wrigleys, MCA Music, Burger King and many more. Paul has shot car commercials for: Ford, Chrysler, Dodge, Mercedes, Volvo, Lexus and Toyota. Corporate credits include: Coca Cola; BP, Alstom, Ericsson, Deutsche Telekom, Telecom Italia, Microsoft, Southern Trains, BA, Chrysler, Bass Beer, O2, Ford, Dunhill, PricewaterhouseCoopers, Debenhams, Guinness, Smith Klein Beecham, Swiss bank Corp, Canadian National Railways, Renault, Pepsi, BUPA, Alstom, Nokia, Gillette, Comet, Toyota and Nissan.

Nigel Williams

Writer and Director

Nigel Williams is an Emmy, BAFTA and Golden Globe winning screenwriter, novelist and broadcaster with over 30 years experience in British television. Nigel's most recent screenplay for Channel 4's acclaimed 'Elizabeth I' has just won The South Bank Show Award for drama and was nominated for a BAFTA. He is a former Editor of the BBC's awardwinning 'Omnibus' and 'Bookmark' series and recently wrote and directed a highly respected two part biography of Harold Pinter, a ninety minute biography of Dennis Potter which won high praise from the British Press and, this Christmas for BBC 2's Arena, a film with and about the comedy writers Galton and Simpson (Tony Hancock and Steptoe and Son). He is internationally known for his stage play Class Enemy, which has been translated into over twenty languages and his internationally successful adaptation of William Golding's Lord of the Flies. He is also a novelist who has received the Somerset Maugham Award for his work and he adapted his 'Wimbledon Poisoner' novels for television. As a screenwriter he has won two BAFTA awards and recently an International Emmy for his screenplay Dirty Tricks.

Patrick Dickinson

Producer and Director

Patrick began his career at the BBC where he was selected from 2,000 applicants to be one of the BBC's prestigious directing trainees. He made his first broadcast documentary at 25 which made Pick of the Day in four national broadsheets. Patrick left the BBC in 2004 to make the documentary I, Samurai with art critic Andrew Graham-Dixon for the BBC in conjunction with TBS-Vision of Japan. The film was hailed by The Observer as a contender for Best Documentary of 2006. His broadcast credits include The Real Casino Royale for BBC4 and BBC2 which looked at the life of Ian Fleming. Midsummer Night's Dreaming for BBC Arts BBC4 and BBC2, Sex, Drugs and Oilpaint and Diaries: The Naked Truth 'I can't get the image of John and Edwina in the bath out of my head' wrote Pick of the Day in the Guardian. Patrick's corporate credits include a series of films for the Victoria & Albert Museum, a promotional film for The British Museum voiced by Patrick Stewart and four films for The Economist which look at what makes The Economist's readership tick; featuring interviews with Dr. Eric Schmidt, CEO Google, Jack Ma, CEO Yahoo! China, Sir Martin Sorrell, CEO WPP Group. Patrick read Oriental Studies at Hertford College, Oxford, and was the 1998 JUSCO scholar at Waseda University, Tokyo where he studied the films of Mizoguchi Kenji.

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Ned Williams

Producer and Director

Ned has a solid track record in broadcast and corporate television. He is an incredibly versatile film-maker who has worked across a range of programme genres in a variety of styles for the major terrestrial broadcasters. He has won an RTS award for his arts film about 9/11 which dramatizes the plight of a trader trapped in the twin tower and stars Rufus Sewell. He has produced popular and stylish films featuring a number of famous faces, such as Tess Daly, Kevin McCloud, Dougray Scott, and Sheila Hancock. Other credits include Reader, I married him for BBC4 – a series of 3 60' films about romantic fiction. The Stirling Prize and the Manser Medal for Channel 4, and a Brief Period of Rejoicing – a film about VE day for Channel 5. His corporate work includes The Making of Centenary Film for BP and development with Lord Foster of a three part epic documentary series about the Future of Cities. Ned is a strong producer, director and writer who produces films with striking visuals, compelling narratives and human sensibility.

Bob Cassidy

Editor/Director

Bob has been working in the broadcast and corporate sector for 27 years with a long list of clients, credits and awards. He has recently returned from Africa where he was working with the local NGO to help transfer programme making skills. Bob cut 4 award winning films featuring Manchester United players to raise the awareness of Aids for African TV. Bob's many credits include: Arena: Underground, a history of the underground system in London; Dog House for BBC Current Affairs which followed the rehabilitation of seven 'off the rails' teenagers; Internet Twins for Channel 4, a Dispatches update on the twins for sale scandal. Best of British, 4 films for BBC1, a series profiling British film & television stars; Never Ending Stories, 3 films for BBC2, a history of Television Soap Opera; The Real Men Behaving Badly for BBC2, a humorous look at life imitating television and Swan Lake for BBC2, an innovative TV version of the classic ballet. Recent corporate credits include: BP; Bob is cutting a feature length film about BP's history, Reuters, BG, the FC&O, MTV, Sainsbury's, Ridley Scott Associates and Nokia. Bob has also cut award winning commercials.

Chris Perkins

Event Director

Chris has worked in the audiovisual industry for over 23 years. He started up his own company, Cue Media in 2001 and has an impressive list of clients. Chris is able to produce complicated technical shows without losing his creative flair and likes to be hands on. The size of a project can vary from a free standing display to a complicated 4-5 venue satellite link up with video, voting and feedback. Chris's clients include: Transco, Advantica, BG Group, Booker, LGC (Part of Emap), Sophos Anti Virus, Sandvik, Wolseley Group Services, What if!, Events Unlimited and ARB Productions.

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Chris Laing Graphic/Video Designer

Chris has a wide portfolio, designing for theatre, broadcast and corporate television and for print. He has been working in the industry for over 16 years. He has a broad experience in many design disciplines, including 2D and 3D animation, exhibition video and large scale slide production, directing location and studio sequences and design for print. Chris's clients include: Airwave, ASDA, BBC4, BMW, De Beers, Alstom, BBC1, Courus, English National Opera, BBC2, British Airways, Channel 4, Disney and Guinness.

George Taylor Composer

George is an award winning composer who has written scores for: drama, documentary, light entertainment and education television programmes and for the theatre. George's documentaries include: BBC Arena – Stories my Country Told me (Golden Hugo Award), Looking for the Iron Curtain, Kurosawa and Imagine Imagine (with Hans Joachim Roedelius). For Omnibus: Rebuilding the Reichstag (Prague Film festival Grand Prix winner). Robert Hughes' Beyond the Fatal Shore, Ruby's American Pie, and Seven Wonders of the World for the BBC. For Channel 4; Anatomy of Disgust, Cannibal, Undercover Cops, Secret love: Animal Passions and Dambusters. Drama projects include: Pleasure Beach (BAFTA winner), Nightshift for aprt (CRE Race in the Media Award) and Bella and the Boys for Century Films. Light entertainment: Million £ Property Experiment, Ross Kemp: Alive in Alaska, Lenny's Atlantic Adventure, Ian Wright in Namibia and Jack Dee in Siberia all for BBC and many more. George is currently working on Natural World: Saved by Dolphins for the BBC and is writing the music for BP's films: First Oil and the Centenary film.