



## Cally Beaton

**Media Business Leader, Coach & Performer**

*"Fiery, intelligent and totally original"*

Cally Beaton is a media executive, entrepreneur and performer. Whilst working on Comedy Central Cally developed her other life as a standup comedian. Despite joining the circuit after already establishing an impressive corporate career, the move has seen her perform at clubs around the UK and front her own show at the Edinburgh Fringe.

### TOPICS:

- Thriving in the 'New' Remote Workplace
- Business Mentoring
- Creativity
- Diversity
- After Dinner
- MC & Host

### LANGUAGES:

She presents in English.

### IN DETAIL:

At the start of her career she headed an independent television production company that was bought by ITV. She joined the board of the UK's main commercial broadcaster as both the youngest and the only woman member (and for a while sat alongside David Cameron). She left ITV to start a creative consultancy and production company as well as joining Viacom as Senior Vice President of International Sales. At Viacom, Cally oversaw a £500million budget for channels including Nickelodeon, MTV, Comedy Central and Paramount and including programmes from *South Park* to *Friends*, *Russell Howard's Good News* to *SpongeBob SquarePants*.

### WHAT SHE OFFERS YOU:

Bringing humour and energy to her business insight, Cally considers the nature of the workplace and leadership culture. She looks at how to engender change (both personal and organisational), inspire teams and develop a positive, agile and inclusive environment. She also tackles the working priorities and expectations of the so-called millennial generation, and reveals how to be creative whilst keeping an eye on the bottom line.

### HOW SHE PRESENTS:

Her personality, love of performance and business knowledge has also seen her coach and train senior figures from a range of industries.