

Dr Maria Evans

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Introduction:	I am a highly experienced creative leader, entrepreneur, innovator, and strategist, with additional expertise in training, facilitation, coaching/mentoring, research, governance, arts funding and DEI.	
Brief overview of career:	<ul style="list-style-type: none">• Director/CEO, Head-Line Communication Ltd• Business Mentorship Programme Lead, The Portfolio Collective• Co-founder of Bookplay: The Literature Playground• Teachers' Programme Developer, Royal Shakespeare Company• Senior Grants Manager, Paul Hamlyn Foundation• ESRC funded doctoral researcher, University of Warwick• Director of Education, Royal Shakespeare Company• Director, arts4schools• Various voluntary roles including trustee for The Arvon Foundation; Pegasus Youth Theatre; & as a school governor/chair of governors	
Summary of chief skills, expertise & interests:	<ul style="list-style-type: none">• Senior leadership within a large-scale national organisation;• Entrepreneurial & creative business skills & acumen;• Creation, delivery & strategic oversight of several highly successful income generating projects, many delivered in partnership with other organisations or universities;• PhD level research, and evaluation of longitudinal arts education & community programmes;• Writing and assessing of substantial grant applications;• Coaching, mentoring & managing individuals, teams & leaders within the creative industries;• Strong values aligned with diversity, equality and inclusion, as a coach, trustee, and with lived experience of neurodivergence;• Significant experience of supporting digital learning opportunities;• Extensive expertise as an ambassador and public speaker in a wide variety of settings, nationally, internationally and online; and• Lifelong commitment to the power of play within learning and working environments.	
Most recent employment: 2008 to present	Director and CEO, Head-Line Communication Ltd <p>I have worked part-time as director of my own company since 2008, and full-time since 2018, leading on strategic support, consultancy, training, research, and coaching contracts primarily within the arts, culture and education sectors. The following provides a snapshot:</p> <ul style="list-style-type: none">• Oversight and delivery of longitudinal evaluation, alongside providing strategy support, for the Education & Community Department of The Old Vic;• Providing strategic support on a range of projects for the RSC, alongside research, ambassadorial roles, & delivery of training for teachers & leaders, nationally and internationally;• Consultancy for organisations such as The National Theatre, Unicorn Theatre, Arts Council England, Booktrust, Arts Council England, QCDA, BECTa;• Project managing a business mentoring programme for The Portfolio Collective;• Co-founding Bookplay and delivering INSETs for teachers from Early Years through to Secondary, helping to bring stories to life in classrooms across England;• Delivering coaching/mentoring in 121 and group settings for individual clients & organisations including the BBC, RSC, A New Direction, IntoFilm & Birmingham Commonwealth Games;• Supporting DEI initiatives through workshops & masterclasses.	
Previous employment and research:	2016-2018	Teachers' Programme Developer, Royal Shakespeare Company <p>My role focused on the strategy, design and management of the RSC's professional development programme for primary and secondary schools, including delivery of work and conferences nationally and internationally. I led the strategy for developing its flagship RSC Certificate in Teaching Shakespeare (and continued as senior facilitator on all courses through to 2024).</p>
	2015-2016	Senior Grants Manager, Paul Hamlyn Foundation <p>My role was to provide strategic leadership on the development and implementation of PHF's UK-wide strategy for supporting education and learning through the arts. I had responsibility for two funds with an annual distribution of £3million.</p>
	2012-2017	Economic and Social Research Council funded doctoral researcher, University of

		<p>Warwick</p> <p>Through rigorous research I analysed the lived experiences of English teachers who taught Shakespeare in secondary schools.</p>
	2004-2008	<p>Director of Education, Royal Shakespeare Company</p> <p>As a member of the SLT, and Director of the Education Department, I</p> <ul style="list-style-type: none"> transformed the work, reputation & financial sustainability of the RSC's education and exhibitions work through a new and ambitious national and international strategy, designed through consultation with key stakeholders and implemented through a change management programme within the education department, re-designing roles & growing the department from 5 to 17 within four years; initiated the RSC's ground-breaking Learning and Performance Network; oversaw the substantial expansion of digital learning opportunities; fronted a national and international campaign to improve the teaching of Shakespeare; and oversaw a partnership with the University of Warwick, which led to the creation of a HEFCE funded cultural Centre of Excellence.
	2001-2004	<p>Executive Director, arts4 (formerly arts4schools)</p> <p>I established my own company, providing leadership, information and support for those working in the arts, culture & education sectors. Key projects included:</p> <ul style="list-style-type: none"> creating digital learning opportunities via the arts4schools website; and initiating and running the 2003 Inspiring Tomorrow's Audiences' conference in partnership with V&A and Bloomsbury Theatre, the UK's first conference on digital arts, cultural & educational resources for schools.
	1987-2001	<p>In my earlier career I worked for BBC Radio Drama as a Production Assistant; Cheek by Jowl as Assistant Administrator; Widnes Sixth Form College as Head of Drama/Theatre Studies; RSC as Education Manager; Chartered Institute of Management Accountants as Student Support Manager.</p>
<p>Summary of key qualifications, fellowships and training:</p>	<p>2025</p> <p>2017</p> <p>2008</p> <p>2007</p> <p>2005-10</p> <p>2003</p> <p>1993-94</p> <p>1991-93</p> <p>1983-86</p>	<p>Advanced Certificate in Neurodiversity Coaching, Optimus Coaching Academy</p> <p>PhD in Arts Education, University of Warwick</p> <p>Accredited Coach, Performance Coach Ltd</p> <p>Clore Leadership Short Course</p> <p>Associate Fellow, the University of Warwick's CAPITAL centre</p> <p>Diploma in Women in Management (Distinction), Birkbeck College</p> <p>PGCE: Drama and English (Distinction), University of Leeds</p> <p>MA: Arts Management in Education, City University, London</p> <p>BA: Drama and Latin, University College of North Wales</p>
<p>Voluntary roles:</p>	<p>2022 - present</p> <p>2017-8</p> <p>2003-16</p>	<p>Trustee, The Arvon Foundation (includes Board representation on the DEI committee)</p> <p>Trustee, Pegasus Theatre, Oxford</p> <p>School governance roles: various, as LEA governor, parent governor, and chair of governors</p>
<p>References:</p>		<p>Contact details available on request</p>