



DANIEL SPARROW

Olivier award-winning and multi-award-nominated commercial Theatre Producer, General Manager, Global Licensor with decades of experience in the commercial production management sectors of London's West End, the UK, Australia and internationally, particularly in the EMEA, APAC & LATAM regions.

Producer, Licensor & champion of several new & original musicals and plays supporting numerous development, workshopping and investor showcasing processes.

Extensive collaborative experience with Licensors, Licensees, Venue Management, Creative Artists, Production Teams, Producers, Managers, Legal, Finance, Marketing and Ticketing departments for theatrical productions worldwide.

INTERNATIONAL PRODUCER

West End / UK Touring
Broadway / Australia

COMMERCIAL GENERAL MANAGEMENT

END TO END, FULL SERVICE GENERAL MGT.

- Project & Event Management
- Complex Budget Creation & Management
- Financial Strategy, Analysis & Reporting
- Day to Day Logistics incl. Travel/Visas
- Company Management Liaison & Experience

CASTING & TALENT LIAISON

- End to End Casting & Audition Logistics
- Full Casting Director Services
- Talent Liaison & Vendor Management

CONTRACTS, NEGOTIATION & REPORTING

- Strategic IP, Rights, Venue & Deal Negotiation
- Contract Drafting and Execution
- Co-Production Agreements
- Licensing, Underlying Rights & IP
- Investor Prospectuses & Agreements
- Royalties Reporting & Distribution

MARKETING, PUBLICITY & BRAND INTEGRITY

- Collaboration with Producers, Creatives, & leading agencies to monitor commercial Marketing, PR, & Social Media campaigns, overseeing brand integrity
- CSR, Diversity & Inclusivity

GLOBAL LICENSING & RIGHTS MANAGEMENT

APAC
EMEA
LATAM



DANIEL SPARROW PRODUCTIONS

Producer | General Management | Creative Strategy | Global Licensing

daniel@danielsparrowproductions.com | +61 (0)405 392 232 | www.danielsparrowproductions.com

overview

Daniel Sparrow is an internationally experienced theatrical producer, general manager and licensing strategist with a three-decade track record across the West End, Broadway, Australia, and the APAC region. An Olivier Award winner and multiple nominee, Daniel brings a robust mix of commercial acumen and artistic sensibility to his work in live entertainment.

His broad skill set spans end-to-end production management, licensing of intellectual property across global markets (including APAC, EMEA and LATAM), rights acquisition and negotiation, stakeholder relations, and the strategic development of new theatrical properties. A long-time champion of international collaboration, immersive experiences and creative innovation, Daniel has worked alongside leading artists, rights holders, agents, presenters, licensors and theatre owners around the world, ensuring operational excellence while maintaining the integrity of IP across every platform and territory.

With a deep understanding of theatrical risks, rewards and lifecycles, from development and planning to rehearsal, production, and long-term licensing exploitation, Daniel promotes collaboration fueled by a healthy obsession with forensic detail, hands-on delivery, cultural fluency, and global insight.

production & general management (EMEA/APAC)

Daniel began his UK theatre career working under the esteemed (late and great) general manager Andrew Treagus, gaining nearly a decade of hands-on experience in commercial producing and company management across high-profile West End and UK touring productions, including **MAMMA MIA!**, **BILLY ELLIOT**, **JERSEY BOYS**, and many more. This early grounding gave him a comprehensive understanding of the operational demands of large-scale commercial musicals and instilled a meticulous approach to budgeting, scheduling, stakeholder management, and union compliance.

As an independent producer and general manager since 2007, Daniel has spearheaded a range of critically acclaimed productions, including **ALL ABOUT MY MOTHER** (Old Vic), **THE UMBRELLAS OF CHERBOURG** (directed by Emma Rice), **HOLDING THE MAN**, **SWEENEY TODD** (Olivier Award winner), Stiles and Drewe's **SOHO CINDERS**, **A CHORUS LINE** at The London Palladium and **SONGS FOR NOBODIES** (Olivier-nominated).

He has worked closely with co-producing partners (most notably for many years partnering with Mike Walsh AM OBE), investors, rights holders and venue partners across London, Sydney, and New York, and built co-production partnerships across major international territories. Daniel's work reflects his unwavering commitment to quality, audience engagement and global reach.

His hands-on production management experience spans venue contracting, budgeting, union negotiations, production scheduling, travel logistics, and company operations, all delivered with fluency across APAC, EMEA and LATAM markets.

creative development & global licensing (EMEA/APAC/LATAM)

Daniel has led global licensing strategies for original IP, most notably his award-winning stage adaptation of Pedro Almodóvar's **ALL ABOUT MY MOTHER**, which he developed from initial concept through to premiere and then licensed across multiple international territories across EMEA/LATAM/APAC in 17 languages with an ROI of circa £1m+ in global Author Royalties (remarkable for a straight play). He has managed the complete lifecycle of this property, including licensing negotiations, cultural adaptation, creative approvals, and brand protection, with a rigorous understanding of IP compliance, royalties, contracts, and stakeholder communication.

He was also heavily involved in the international roll-out of **MAMMA MIA!** Across the EMEA and APAC during his time working in-house with the legendary GM Andrew Treagus on behalf of Littlestar/Judy Craymer.

His passion for new work has seen him produce and develop musicals and plays at all stages, From readings, workshops, and investor showcases, out of town try outs and festivals, to full productions in partnership with rising & established talent, including Stiles & Drewe (**Soho Cinders**), Matthew Brind & Rachel Wagstaff (**ONLY THE BRAVE**), and Amity Dry (**THE (M)OTHER LIFE**).

Daniel's approach balances artistic innovation with commercial strategy, resulting in work that succeeds commercially and artistically. With a keen interest in the popular emergence of immersive theatrical presentations, pursuit and exploitation in this arena genre has rapidly become a keen focus and interest.

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INDEPENDENT COMMERCIAL PRODUCING GLOBAL LICENSING GENERAL & PRODUCTION MANAGEMENT

Financial Management, Budgeting & Reporting

Drafted and maintained forensic pre-production and running budgets, Estimated Final Costs (EFC), cash flows, profit-and-loss analyses, and season forecasting. Liaised directly with finance teams and producers on investor reporting, deal memos, and ROI oversight.

Stakeholder Engagement: Domestic & International Partnerships

Developed and sustained global relationships with creatives, licensees, venue owners, and commercial partners. Presented board-ready licensing proposals, created investor pitch decks, and represented productions at key events across the UK, Australia, and Asia.

Negotiation and Communication

Developed and sustained global relationships with creatives, licensees, venue owners, and commercial partners. Presented board-ready licensing proposals, created investor pitch decks, and represented productions at key events across the UK, Australia, and Asia.

Production & Touring Operations

Hands-on experience with local and international logistics: travel planning, work permits, visa coordination, per diems, housing, and freight. Oversaw venue negotiations in multiple territories and production installs across a wide range of venue types and countries.

Casting, Creative & Production Approvals Process

Led end-to-end oversight of creative team appointments, casting, set approvals, and production execution. Adept at managing expectations between licensors, licensees, venues and internal departments to safeguard brand vision and quality. Experienced with brand guardianship and cross-functional team coordination, including marketing, PR, legal, finance, merchandise, venues & ticketing.

Marketing, PR, Social Media & Merchandise Strategy

Collaborated closely with licensees and marketing agencies to coordinate brand-compliant creative campaigns. Experience in programme content compilation, merchandise design approvals, and promotional activations in collaboration with marketing and comms teams.

Legal, Union & Collective Agreements Compliance (EMEA / APAC / NAS)

Familiarity with US Equity (NAS), UK Equity (EMEA), LPA/PCA/MEAA (APAC), Australian agreements, and international visa/work permit protocols. Membership of SOLT, UK Theatre (UK/EMEA), and Live Performance Australia (APAC). Skilled in navigating employment law compliance, collective bargaining agreements, and international artist exchange programs.

Creative Development, Immersive, Reimagined & New Work Origination

Passionate about developing original and/or reimagined projects and formats tailored to local and fresh audiences. Strong background in producing new work with leading regional creatives and adapting IP to emerging platforms, aligning with a keen interest and pursuit of immersive and experiential brand extensions to broaden and lengthen an IP's lifespan.

APAC Regional Production & Commercial Experience

Producing and touring experience across multiple productions in the Asia-Pacific region, including GWB's production of **SUNSET BOULEVARD** (Singapore and China), David Williamson's play **RUPERT** (Sydney, Australia), and collaborating with Opera Australia (**WEST SIDE STORY** on Sydney Harbour). Developed strong regional industry relationships and operational familiarity across major APAC markets whilst based in London, retaining solid connection & engagement with the APAC Territory and market. Previously worked on numerous APAC-based productions for other producers.

Global IP Licensing & Brand Stewardship (APAC / EMEA / LATAM)

Extensive international experience licensing musicals and plays, including the international roll-out of first-class licensed replica productions of **MAMMA MIA!**. After securing and managing the underlying rights to **ALL ABOUT MY MOTHER**, a stage adaptation Daniel conceived of, originated and produced, Daniel oversaw the full-cycle licensing operations across multiple territories and languages. This included deal negotiation, contract management, royalties, marketing and

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PRODUCTIONS

SUNSET BOULEVARD starring **SARAH BRIGHTMAN** - 2025 Asia Tour

GWB (Aus) | **REGION SPECIFIC BEURACRATIC, COMPANY & VISA MGT** | Jan – Apr 2025 | APAC - Singapore & China

- International touring company management across APAC territories
- Pastoral care, cast & crew travel logistics, stakeholder and regional promoter & venue liaison

FREELANCE GENERAL MANAGEMENT CONSULTANCY - Unannounced Project(s)

Dominic Madden, Electric Group (UK) | **THEATRICAL GM CONSULTANCY** | Sep - Dec 2024 | EMEA - UK/Europe

- Forensic Budget preparation, Tour forecast projections and financial analysis
- Territory-specific budgetary and profit forecasting

WEST SIDE STORY on Sydney Harbour

Opera Australia (Aus) | **COMPANY ADMINISTRATION** | Jan – Mar 2024 | APAC - Sydney, Australia

- Company admin, artist coordination and pastoral care on large-scale outdoor production
- Liaison with creative, technical and FOH departments, reporting to senior producers, **directed by Francesca Zambello**

THE WIZARD OF OZ in Concert - The Concert Hall @ The Queensland Performing Arts Centre, Brisbane

Prospero Arts (Aus) | **PRODUCTION CONSULTANT** | Sep - Oct 2023 | APAC - Brisbane, Australia

- Late-stage collaboration with Prospero Arts on The Wizard of Oz in Concert, identifying available IP rights for future IP acquisitions, overseeing and supporting production logistics.
- Liaison with creative, technical and venue management, reporting to senior producers

Stephen Sondheim's **COMPANY** (Broadway Transfer) - The Bernard B. Jacobs Theatre, Broadway

Harper Elliott Productions (UK) | **BROADWAY INVESTMENT PARTNER** | Dec 2021 – Jul 2022 | NAS - New York

- Brokered UK/AUS financial investment, with Investor Relations Management. **Starring Patti LuPone**
 - **TONY, DRAMA DESK & OUTER CRITICS AWARD WINNER:** Best Revival of a Musical - 2022
 - **TONY & DRAMA DESK AWARD WINNER:** Best Director of a Musical - Marianne Elliott, 2022
 - **TONY & OUTER CRITICS AWARD WINNER:** Best Perf by a Featured Actress- Patti LuPone, 2022

THE (M)OTHER LIFE (WORLD PREMIERE - Original Australian Musical) - Wyndhams Theatre, West End+ Development

ORIGINATING LEAD PRODUCER + GM + CASTING | 2008 - 2021 | EMEA - London + APAC - Australian Tour

- Creative development, contracting and production of a new musical comedy by **Australian composer Amity Dry**
- Rights acquisition, financing, development, investment and stakeholder engagement
- Multiple readings, workshops and ultimately a semi-staged concert version, before a planned 2021 Australian touring production that *would* have **starred Lea Salonga, Lucy Durack and Casey Donovan**, was cancelled due to the pandemic

MY FAIR LADY - The London Coliseum Theatre, West End

New York's Lincoln Centre Production | **ASSOC. GENERAL MGT.** (Cover) | Nov 2021 – Feb 2022 | EMEA - London

- Coordinating creatives, cast and crew, managing GM and day-to-day operations **starring Vanessa Redgrave**
- Coordinated insurance, venue liaison, marketing, publicity and press agency relationships

THE ILLUSIONISTS - Shaftesbury Theatre, West End

The Works/Cirque du Soleil | **ASSOCIATE PRODUCER + COMPANY MGT** | Jul – Aug 2019 | EMEA - London

- Budget preparation, venue liaison and logistics for international ensemble
- Led creative coordination, Associate Producing duties and management (of magicians!)

SONGS FOR NOBODIES (Australian Transfer) - Wilton's Music Hall, London + Ambassadors Theatre, West End

LEAD CO-PRODUCER + GM | Mar 2018 - Feb 2019 | EMEA - London

- Rights management and contracting for UK rights and presentation **starring Bernadette Robinson**
- End-to-end production coordination, including budgeting, West End Transfer and investor liaison
 - **OLIVIER AWARD NOMINEE:** Best Family & Entertainment 2019

ONLY THE BRAVE (WORLD PREMIERE - Original UK Musical) - Development + Edinburgh Fringe Festival + Wales Millennium Centre

ORIGINATING LEAD CO-PRODUCER + GM + CASTING | 2008 - 2016 | EMEA - Scotland + Wales

- Original musical by **composer Matthew Brind**, secured underlying rights, led development, reading & multiple workshops
- Oversaw full general management, creative team assembly, fundraising & production
- Various **starring Niamh Perry, Cassidy Janson, Caroline Sheen & David Thaxton**

RUPERT (New Australian Play) by David Williamson - Theatre Royal, Sydney

Melbourne Theatre Co. Transfer (Aus) | **LEAD PRODUCER & GM** | Jan – Mar 2024 | APAC - Sydney, Australia

- Rights negotiation, produced Sydney Transfer **starring Oscar nominee James Cromwell (Babe) & Jane Turner (Kath & Kim)**
- Production oversight, including financing, budgeting, marketing and creative contracting

SWEENEY TODD (West End Transfer) - The Adelphi Theatre, West End

Chichester Festival Theatre Production (UK) | **LEAD CO-PRODUCER** | Mar – Sep 2012 | EMEA - London

- Managed investor relations and financing. **Starring Michael Ball & Imelda Staunton**
 - **OLIVIER & EVENING STANDARD AWARDS WINNER:** Best Musical Revival - 2013
 - **OLIVIER AWARD WINNER:** Best Actress in a Musical (Imelda Staunton) - 2013
 - **OLIVIER AWARD WINNER:** Best Actor in a Musical (Michael Ball) - 2013

A CHORUS LINE (FIRST WEST END REVIVAL) - The London Palladium, West End

LEAD CO-PRODUCER | Feb – Aug 2013 | EMEA - London

- Initiated Revival, managed financing, budgeting and marketing, **starring John Partridge & Scarlett Strallen**
 - **OLIVIER AWARD NOMINEE:** Best Musical Revival 2013
 - **OLIVIER AWARD WINNER:** Best Supporting Role in a Musical (Leigh Zimmerman) - 2013

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PRODUCTIONS

Stiles & Drewe's SOHO CINDERS (WORLD PREMIERE - Original UK Musical) - The Soho Theatre, West End

LEAD CO-PRODUCER + GM + CASTING | August 2012 | EMEA - London + UK Tour

- Produced Stiles & Drewe's new musical from development to stage, **starring Jenna Russell & Michael Xavier**
- Led budgeting, rights, casting and shared general management responsibilities

DORA THE EXPLORER LIVE! (West End Transfer) - The Apollo Theatre, West End + 20 city UK Tour

Life Like Touring (Australia) / Nickelodeon | LEAD PRODUCER + GM + CASTING | Late 2012 | EMEA - London + UK Tour

- Produced UK premiere of licensed family brand IP, Rights management and contracting for UK presentation
- Managed tour logistics, casting, creative team, full-scale merchandising plan and negotiation with licensors and venues

THE ADDAMS FAMILY (WORLD PREMIERE) - The Oriental Theatre, Chicago + The Lunt-Fontanne Theatre, Broadway

BROADWAY INVESTMENT PARTNER | Nov 2009 - Jan 2010 (Chicago) + Mar 2010 - Dec 2011 | NAS - Chicago + New York

- Brokered UK/AUS/US based financial investment, with Investor Relations Management. **Starring Nathan Lane & Bebe Neuwirth**

- **BROADWAY.COM AUDIENCE CHOICE AWARDS:** Favourite New Broadway Musical - 2010

- **BROADWAY.COM AUDIENCE CHOICE AWARDS:** Favourite Actor in a Musical (Nathan Lane) - 2010

- **BROADWAY.COM AUDIENCE CHOICE AWARDS:** Favourite Actress in a Musical (Bebe Neuwirth) - 2010

THE UMBRELLAS OF CHERBOURG (Reimagined West End Revival) - Development + Leicester Curve + The Guilgud Theatre, West End

Kneehigh Theatre (UK) | LEAD PRODUCER + GM + CASTING | Late 2010 - Mar 2011 | EMEA - Leicester (out of town) + London

- IP rights acquisition and approvals, and coordinated UK premiere in collaboration with Kneehigh Theatre
- Full budget forecasting, scheduling and creative contracting
- Financial raise involving Broadway, Australian, UK and European investor relations management.
- Complex approvals, negotiations and collaborations with **legendary composer Michel Legrand & lyricist Sheldon Harnick**
- **Directed by Emma Rice, starring Meow Meow, Joanna Riding, Andrew Durand and Cynthia Erivo**

HOLDING THE MAN (West End Transfer + European Premiere) - Trafalgar Theatre, West End

Griffin Theatre Company (Aus) | LEAD PRODUCER + GM + CASTING | Apr - Jul 2010 | EMEA - London

- Produced European premiere of acclaimed Australian play **starring Jane Turner (from TV's Kath & Kim)**
- Managed full development, casting, marketing and UK rights acquisition
- Company and artist travel coordination, pastoral care and daily logistics
- Visa coordination, artist care, logistics and budget tracking
 - **HELPMANN AWARDS WINNER:** Best New Play - 2007
 - **SYDNEY THEATRE AWARDS WINNER:** Best Mainstage Production - 2007

EXIT THE KING (Broadway Transfer) - Barrymore Theatre, Broadway

Compny B (Aus) | LEAD CO-PRODUCER | Mar - June 2009 | NAS - New York / Broadway

- Co-produced the Broadway transfer of **acclaimed Australian Director Neil Armfield's** adaptation
- **Starring Geoffrey Rush, Susan Sarandon, and Andrea Martin**
 - **TONY AWARD, DRAMA DESK & OUTER CRITICS AWARDS WINNER:** Best Actor in a Play - Geoffrey Rush, 2009
 - **TONY AWARD NOMINATION:** Best Actress in a Play - Susan Sarandon & Andrea Martin, 2009

THREE DAYS OF RAIN - The Apollo Theatre, West End

LEAD CO-PRODUCER | Feb - May 2009 | EMEA - London

- Co-produced the Donmar Warehouse transfer **starring Nigel Harman, Lyndsey Marshall & James McAvoy**

Pedro Almodóvar's ALL ABOUT MY MOTHER (WORLD PREMIERE) - Development + The Old Vic Theatre, West End, London

Co-production with The Old Vic & Neal St Productions

ORIGINATING & LEAD CO-PRODUCER | Aug - Nov 2007 | EMEA - London

- Conceived, acquired underlying rights, and produced world premiere stage adaptation
- Led development from end-to-end, tapping **Samuel Adamson** to pen the adaptation, with **direction by Tom Cairns**
- Collaborated with investors, creatives and artists globally, garnering international praise and success
- Represented the first adaptation Pedro Almodóvar approved in over 20 years
- This production marked the first English-language adaptation of any of Almodóvar's works and had his support and approval
- **Starring Dame Diana Rigg, Lesley Manville, Mark Gatiss, Joanne Froggatt, Colin Morgan & Eleanor Bron**
 - **WHATSONSTAGE AWARD WINNER:** Best New Play - 2008

Pedro Almodóvar's ALL ABOUT MY MOTHER (GLOBAL LICENSING) - APAC, EMEA, NAS and LATAM

Co-production with The Old Vic & Neal St Productions

Originating & Lead Co-Producer, and Global Licensing Management

- Following the West End premiere, the play has attracted continued interest globally since 2007, to this day
- Adept at reviewing, guiding, and approving the creative direction of licensed productions, ensuring alignment with brand identity, artistic integrity, and commercial success - with an ROI of circa £1m+ in global Author Royalties (for a straight play)
- All About My Mother has to date played in dozens of productions in 17 languages across APAC, EMEA, NAS and LATAM:

Argentina: Buenos Aires
Australia: Adelaide
Australia: Melbourne (MTC)
Brazil: Rio de Janeiro
Cyprus: Nicosia
Czech Republic: Prague
Denmark: Copenhagen
Estonia: Tallinn

Finland: Helsinki
Germany: Osnabrück
Greece: Athens
Hungary: Budapest
India: Mumbai
Italy: Rome, Milan + Italian Tour
Mexico: Mexico City
New Zealand: Auckland

Norway: Bergen
Portugal: Lisbon
Puerto Rico: San Juan
Serbia: Belgrade
Sweden: Stockholm
Türkiye: Istanbul

Colleges
E15 Acting School at Arcola Theatre
Guildford School of Acting
Manchester School of Theatre
Rose Bruford College
Royal Academy of Dramatic Art (RADA)

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Further GM, Casting & Production Management Experience

Daniel Sparrow Productions has acted as Theatrical General Manager and provided full-service Casting Director Services for numerous plays and musicals, including the following productions:

SONGS FOR NOBODIES - GM - Wiltons Music Hall, March - April 2018 & West End Spring 2019
THE (M)OTHER LIFE - GM + CASTING - new musical by Amity Dry, Wyndhams Theatre - September 2017
SCOOPY DOO LIVE! - MUSICAL MYSTERIES - GM + CASTING - London Palladium, August 2016
BUMBLESCRATCH - GM + CASTING - a new family musical by Robert J Sherman, Adelphi Theatre, 2016
ONLY THE BRAVE - GM + CASTING - Workshop of a new musical by Matthew Brind, 2015
THE ILLUSIONISTS - GM - Budgetary Planning. Shaftesbury Theatre, West End 2015
RUPERT - GM + CASTING - a new play by David Williamson, Theatre Royal, Sydney 2014
JACKIE MASON, GM - Wyndhams Theatre, West End, 2013
DORA THE EXPLORER LIVE! - GM + CASTING - Apollo Theatre, West End and UK Tour, 2012
THE UMBRELLAS OF CHERBOURG - GM + CASTING - Gielgud Theatre, West End, 2011
HOLDING THE MAN - GM + CASTING - Trafalgar Studios, West End, 2010
ONLY THE BRAVE - GM + CASTING - Edinburgh Fringe Festival, Edinburgh, 2008
JERSEY BOYS, GM OFFICE - Prince Edward Theatre, West End, 2007-2008
BILLY ELLIOT, GM OFFICE - Victoria Palace Theatre, West End, 2007-2008
SATURDAY NIGHT FEVER, GM OFFICE - UK Tour, 2000-2001
MAMMA MIA!, GM OFFICE - West End, 2000-2008 & Int'l Roll Out of 1st Class Replicas EMEA/APAC

In-House GM & Production Management Experience - EMEA/APAC ANDREW TREAGUS ASSOCIATES - LONDON

Roles: Production Co-ordinator promoted to Production Administrator, May 2000 – Dec 2008

Upon moving to London in 2000, he was employed by one of the West End's most experienced General Managers - Andrew Treagus - and worked with Andrew for 8.5 years, cutting his teeth and gaining first-class experience working within one of London's leading and most respected General Management offices of the time. Duties included planning, budgeting, scheduling, creative team and artist contract negotiation and preparation for the West End and world-wide productions of **MAMMA MIA!**, **JERSEY BOYS**, **BILLY ELLIOT**, **SATURDAY NIGHT FEVER** 1st National UK Tour, **THE LADY IN THE VAN**, **THE CARETAKER** and **THE BREATH OF LIFE** (starring both Dames Maggie Smith & Judi Dench!). He also worked on numerous workshops of shows in development, such as **Boy George's TABOO**, the UK premiere of **URINETOWN** and **Irving Berlin's WHITE CHRISTMAS**. He was often found eagerly involved in the preparation & planning for numerous Opening Nights, Launches and various event management.

Early Career Production, Marketing & Ticketing Experience - APAC

Fresh from university in 1995, Daniel landed a 'dream-come-true' three-week internship at Cameron Mackintosh's Sydney office. This opportunity quickly led to a role with their boutique marketing agency, Koan, where he worked on the APAC productions of **THE PHANTOM OF THE OPERA**, **MISS SAIGON**, **SUNSET BOULEVARD** (starring Hugh Jackman), and the 1996 Asian tour of **LES MISÉRABLES** - the first professional show Daniel ever saw, inspiring a lifelong obsession with the world of theatre.

Daniel's first role working directly with a live professional theatrical production was in 1997 on the Sydney season of the original Australian production of **DISNEY'S BEAUTY AND THE BEAST**, licensed by local Australian impresario Kevin Jacobsen. Daniel subsequently moved from Sydney to Melbourne to work again with Kevin Jacobsen on his production of the then-new musical **SISTERELLA** (with Michael Jackson as Executive Producer), followed by a role with an Artist Representation (**Amanda Pelman's Firm Hand Management**) & Pelman/Chris Green's Casting Agency (**GPO Casting**) before moving (temporarily at the time!) to London in 2000.

FORMAL QUALIFICATIONS

BACHELOR OF INTERNATIONAL BUSINESS

GRIFFITH UNIVERSITY, BRISBANE, AUSTRALIA

DIPLOMA OF CROSS-CULTURAL MANAGEMENT

GRIFFITH UNIVERSITY, BRISBANE, AUSTRALIA

PROFESSIONAL MEMBERSHIPS

SOCIETY OF LONDON THEATRE & UK THEATRE (EMEA)

SOLT Deposit Member and Olivier Awards Voter

and **LIVE PERFORMANCE AUSTRALIA (APAC)**

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FREELANCE GM CONSULTANCY REFERENCE - 2025

From: Dominic Madden dominic.madden@electricbrixton.uk.com
Subject: Reference - Private and Confidential - Daniel Sparrow
Date: 11 August 2025 at 7:46 am
To: Daniel Sparrow daniel@danielsparrowproductions.com

DM

To Whom It May Concern,

I am pleased to provide this reference for Daniel Sparrow, who recently undertook a detailed and highly complex piece of work for my group.

I operate a large group of music and entertainment venues in the UK. Prior to this I was a Producer in theatre in the UK, with a background in the not for profit sector and subsequently the West End.

I recently have been undertaking detailed due diligence to create a new vehicle to invest and produce in the commercial theatre.

I have known Daniel for over 25 years and when faced with preparing a detailed business plan and in a short period of time, I reached out to Daniel and he quickly mastered the brief, and delivered a very detailed Plan (for a group of sophisticated Investors and their respective lawyers and investment advisors)

Daniel's brief was to prepare a detailed Investment Case to inform a comprehensive business plan and forensic budget analysis for a series of West End and touring theatrical productions.

The scope of this report required exceptional attention to detail, a mature, understanding of the commercial theatre and an ability to synthesise financial, operational, and creative considerations into a coherent modelling document.

Daniel approached this task with professionalism, rigour, and a clear understanding of the commercial realities of theatrical producing at the highest level.

The work that Daniel produced was first class. It demonstrated not only meticulous financial modelling and accurate profit/recoupment forecasting, but also Daniel's capacity to present complex data in a format that is accessible and strategically valuable for decision-making. His work reflected absolute integrity, discretion, and a commitment to accuracy.

I have no hesitation in stating that Daniel's contribution materially strengthened our ability to assess past projects, plan future ones, and present our case to partners and investors. Any organisation requiring high-level financial analysis, production budgeting, or strategic planning within the live entertainment sector would benefit greatly from Daniel's expertise and work ethic.

If you would like to discuss the Reference further, I am happy to discuss.

Yours sincerely,
Dominic Madden

Chief Executive
Electric Group

FURTHER REFERENCE CONTACTS AVAILABLE UPON REQUEST

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