Kerry Shaw: CV

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ABOUT ME

As an editor and writer I'm constantly curious about the zeitgeist which means looking not just at culture but the entire social and political landscape that shapes it, so I've worked across many fields from fashion to politics to football.

I'm driven by an interest in how we can influence the world around us for the better.

I've built and run teams, budgets and creative projects for Nike, independent magazines, campaigning journalism and international philanthropy, and I have edited and interviewed leading figures in art, music, fashion and public life for more than 15 years.



EDITORIAL

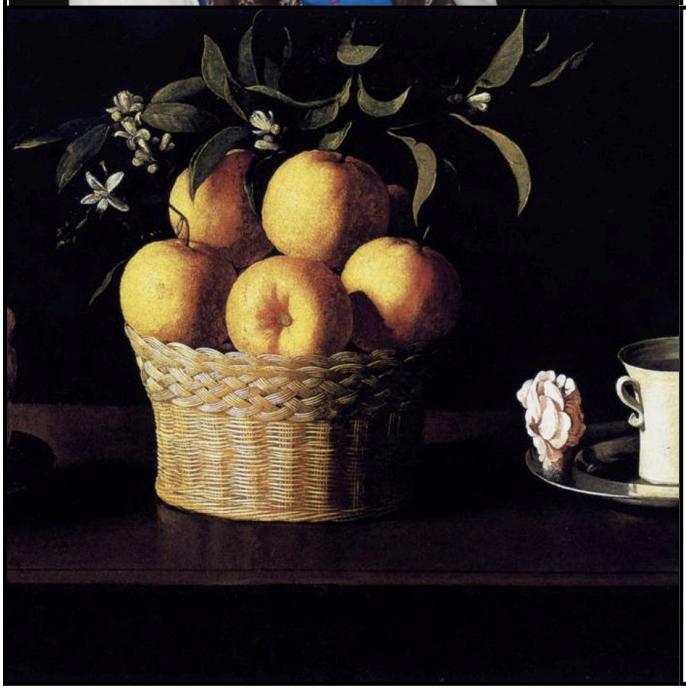
UK Senior Editor, Brownstone Cowboys · Oct 2022 to present

I commission and write digital opinion pieces like this one on billionaires buying dinosaur skeletons.

I also commission and write interviews for the print edition with global celebrities such as Luke Evans, fashion designers such as Conner Ives and underground icons such as David Hoyle.

I'm constantly looking for new talent to connect with, resulting in pieces like this fashion story.

This is carried out alongside my role at the Roddick Foundation which you can read about in the Leadership section.



EDITORIAL

Founding Editor, Gilded Birds · 2012 to present

Gilded Birds is my labour of love. I interview people with great creative minds, asking them to choose one item of beauty to discuss. This leads to fascinating insights into the way they think. Guests include Sir Paul Smith, Martine Rose, Thom Yorke and Stephen Fry.



EDITORIAL

I care deeply about the truth but I like to present it with a little humour.

Here's some writing that I think exemplifies my style:

A recent piece in The Nerve about what the 90s were really like for women in creative industries.

An interview with Marina Abramović for Puss Puss magazine.



EDITORIAL

Editorial Director, Some Ideas Agency (SoccerBible and Some Ideas Magazine) · 2017 to 2018

- Created a new editorial formula for SoccerBible, raising the quality of content and its appeal to advertisers and brand partners.
- Co-created Some Ideas Magazine, a general-interest title combining fashion with writing on food, sport and philosophy.

Consultant Editor, Pop and Arena Homme Plus (Bauer Media) · Jun 2011 to Jan 2013

- Led the acquisition of both titles from Bauer Media. I assembled the legal and financial team and shaped the offer that enabled the Editor in Chief to buy both titles for a relatively small investment.
- Co-edited both magazines, from commissioning and artistic collaborations to writing and editing copy.



LEADERSHIP

Programme Director, Voo da Vespa (The Roddick Foundation) · May 2025 to present

I joined as a Strategist and now lead the foundation's programme strengthening Indigenous leadership in Brazil. We provide grants directly to the leaders and develop Indigenous-led methodology as we safely collect information that can help better resource and support their communities.

- Set and manage the programme budget; write and lead fundraising applications.
- Hire, contract, train and manage the programme team; recruit and manage staff across the wider foundation.
- Oversee analysis of past work to shape the programme's direction.



LEADERSHIP

Head of Communications, You Me Bum Bum Train · Sep 2024 to Apr 2025

Led communications and volunteer recruitment for the immersive theatre company, growing the active volunteer base by around 8,000 with no advertising budget, and securing five-star national press reviews under strict confidentiality.

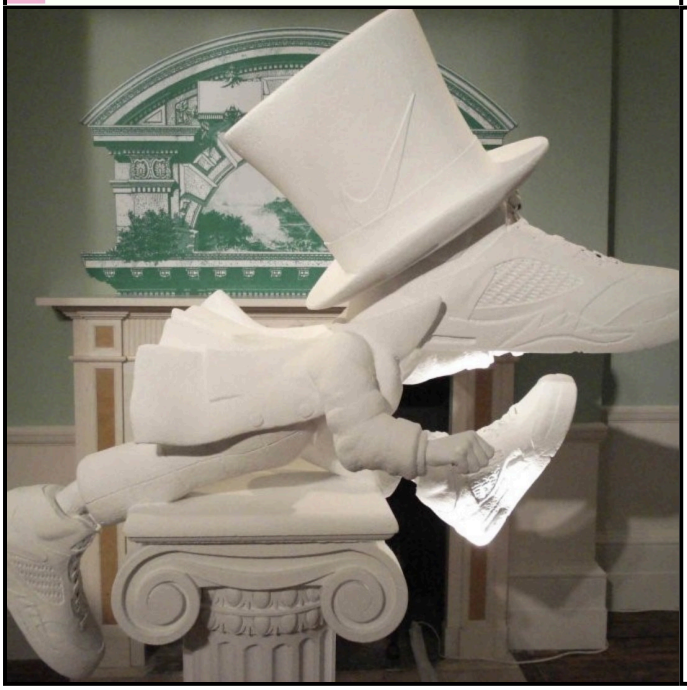


LEADERSHIP

Founder and Executive Director, The Citizens · Oct 2019 to Oct 2022

Founded and ran a hybrid journalism and campaigning organisation with Pulitzer finalist Carole Cadwalladr, building a 20-person UK/US team.

- Launched the Real Facebook Oversight Board; produced Independent SAGE's live broadcasts during the pandemic.
- Brought a landmark legal challenge with a cross-party group of MPs over the government's failure to investigate Russian interference in UK elections, taken to the European Court of Human Rights.



LEADERSHIP

Head of Style and Entertainment, Nike · Jul 2006 to Jun 2011

Set up and led Nike's UK style and entertainment function.

- Generated more than £75 million of product placement across television, film and media; managed relationships with celebrities and top athletes.
- Turned a product-seeding idea into a four-storey Soho flagship with a library and recording studio, running the project from site search and lease negotiation to design, build and budget.
- Ran creative collaborations with Tom Sachs, Frieze, Fulwell73 at Cannes and the Saatchi Gallery, and partnered with designers including Ashish, Christopher Shannon and Sophie Hulme.
- Owned the function's strategy and budget; handled music licensing and artist contracts.