LUXURY · LIFESTYLE · SPORT

LONDON — BARCELONA

JAMES A STEWART

EXPERIENTIAL & BRAND EXPERIENCE LEADER

MAKE IT HAPPEN. MAKE IT MATTER.

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ulala.co

SELECTED BRAND EXPERIENCE

Nike · MANGO · MOËT HENNESSY · Reebok

AGENCY PARTNERS

M&C SAATCHI LONDON · GREY SPAIN · THE TEAM (formerly Wasserman / Ignite) · ÁREA COMUNICACIÓN SPAIN

PROFILE

Experiential and brand experience leader with close to 20 years developing and delivering international work across luxury, lifestyle and sport. Founder and Managing Director of U LA LA, with experience spanning creative development, client relationships, commercial leadership and complex international production.

Brings the perspective of someone who has built and run the business behind the work. Experienced in leading projects from initial brief through to delivery, assembling the right teams and keeping creative ambition, commercial decisions and practical realities connected as the work develops.

SELECTED IMPACT

70+
Productions and events across a five-year relationship
NIKE

~30
Experiences across its maisons
MOËT HENNESSY

15+
Years working as an extension of Mango's team
MANGO

£1M
Turnover within two years, from €2,000 seed capital
U LA LA

EXPERIENCE

2008 – PRESENT

U LA LA

FOUNDER & MANAGING DIRECTOR

Independent creative production business based in London and Barcelona, delivering international brand experiences, events, film and content.

U LA LA Studio: ulala.co ↗ · **U LA LA Events:** ulalaevents.com ↗

- Founded and scaled the business from €2,000 seed capital to approximately £1M turnover within two years, with responsibility for P&L, new business, commercial negotiations and delivery.
- Built a five-year relationship with **Nike**, delivering 70+ productions and experiences across international markets, working alongside its internal creative and production teams.
- Developed **Moët Hennessy** Spain from a new client relationship into approximately 30 experiences across its maisons, translating global brand direction into locally relevant activations.
- Maintained a 15+ year partnership with **Mango**, working as an extension of its internal team across campaigns, branded content, podcasts and live shopping.
- Led a core team of approximately 10, scaling multidisciplinary project teams to 60–80 people depending on production requirements.
- Oversaw international projects across different scales and budgets, balancing creative requirements, commercial planning, staffing and delivery.
- Adapted the business through the 2008 financial crisis and COVID, rebuilding its operating model while maintaining client relationships and delivery capability.

EXPERIENCE, CONTINUED

2022 – 2023

Source Athlete Media Group

HEAD OF PRODUCTION

Led production for Nike campaigns and documentary content developed for streaming platforms, including projects featuring a Premier League footballer.

- Established production workflows, budgeting processes and supplier relationships across international shoots and campaigns.
- Coordinated creative teams, directors, talent representatives and production partners through delivery.

2016 – 2020

Picture Farm Production

EUROPEAN MD & FOUNDING PARTNER

Co-founded the European operation across London and Berlin, building its client base, team and commercial pipeline. Held alongside U LA LA.

- Held European P&L responsibility and led new business, senior client relationships and international production delivery.
- Produced print, motion and event work for agencies and brands across Europe and the US.

2017 – 2022

Loris Azzaro, Maison de Couture

NON-EXECUTIVE BOARD MEMBER

Non-executive role, held alongside U LA LA and Picture Farm. Provided board-level perspective on brand direction, marketing, operational performance and commercial decisions.

2005 – 2008

Toma 78

PRODUCER & PHOTOGRAPHER'S AGENT

Produced stills and audiovisual projects, represented photographers and managed agency relationships in Barcelona. Earlier experience: European marketing and reseller events at Baan (1998 – 2000).

SELECTED WORK · select a title to see the project

EXPERIENCES & LAUNCHES

Furla flagship opening ↗
Concept development, experience design and production for a 500-guest event at the Italian Embassy in Madrid.

Veuve Clicquot Polo Classic ↗
Two seasons in Barcelona, overseeing the experience and VIP hospitality: four-week runs, with events for 200–300 guests.

Secret Speyside, Chivas Brothers ↗
Global luxury launch in London, including experience design, fabrication, entertainment and production.

Roborace ↗
Concept, spatial design and production for a press and B2B launch in Barcelona.

FILM & CONTENT

Nike, No One Plays Like DXB ↗
Executive and Lead Producer for digital campaign content in Dubai.

Gentle Monster x Tilda Swinton ↗
Lead Executive Producer, working alongside the director to develop and deliver the global campaign.

Mango x Antoine Griezmann ↗
Executive Producer; campaign received six Berlin Fashion Film Festival nominations.

Nike, What Are You Working On? ↗
Executive Producer for digital content with Alexia Putellas and Marcell Jacobs.

RECOGNITION

Nike Believe: AKQA campaign recognised by Creativepool, with U LA LA responsible for approximately 75% of content production.
Mango x Antoine Griezmann: Six Berlin Fashion Film Festival nominations.

WHAT CLIENTS SAY

“One of the best and collaborative producers I've had the pleasure of working with in recent memory.”
YAYA, NIKE

“They think along with you, ask critical questions and make you think out of the box.”
MIZZY, MANGO

“Every event we've done with them at Moët & Chandon has been flawless — from execution to staging.”
ANNA MATA, MOËT HENNESSY

EXPERTISE

Brand Experience · Experiential · Creative & Executive Production · Global Events · Commercial & P&L Leadership · International Delivery · Client & Agency Partnerships · Team Leadership

EDUCATION

BSc Psychology with Spanish & Latin American Studies
Goldsmiths, University of London

LANGUAGES

English (native) · Spanish (full professional) · French and Portuguese (professional)