

## **Arts Marketing Association: Designing Digital Strategies Training Team**

**Tom Beardshaw**  
Digital strategist, artist, coach and educator



Based in Cardiff in Wales, Tom has worked on digital strategy with the National Theatre of Wales, the National Assembly of Wales, the National Botanic garden and many other organisations in Wales and throughout the UK.

He teaches digital strategy to international students studying Arts Management at master's degree level at the Royal Welsh College of Music and Drama, and is a mentor at the UK Arts Marketing Association's CultureHive Digital Academy. He is an experienced trainer and an accredited Executive Coach.