

# CURRICULUM VITAE

## PAUL BAKER

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### PROFILE:

I am an experienced international award-winning heritage leader and GEM Course Director, with a successful track record in strategic and commercial development. My initiative and creativity are combined with excellent planning, communication, negotiation and problem-solving skills, which I have used to transition change and growth at a variety of sites. I have a particular interest in developing future leaders, visitor offer enhancement, marketing, organisational reform, branding and revenue generation. I completed the Museum Resilient Leadership programme in 2017 and have attend Be the Change, development retreat for cultural leaders, annually since 2018.

### PROFESSIONAL EXPERIENCE:

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| <b>Heritage Consultant</b> (part-time & full-time roles)<br><i>Freelance.</i>   | March 06 -<br>Present |
| Heritage & Cultural Leader with a proven track record in Leadership, Visioning, Mentoring, Training, Commercial Development, Exhibitions and Audience Engagement. Further details of consultancy work and employers can be found on my Website and LinkedIn page.   |                       |
| <b>Course Director: Emerging Leaders Programme &amp; Professional Mentor</b><br><i>GEM (Group for Education in Museums), Head Office, Kent</i>  | Feb 2025<br>Present   |
| Development and delivery of an annual four-week programme focused on professional development. Programme delivered remotely and in person. Also, Professional Mentoring online sessions.  |                       |
| <b>Operations Director</b> (Part Time/Hybrid)<br><i>Bennerley Viaduct, Derbyshire</i>   | July 2025<br>Present  |
| Responsible for the development and launch of a new Visitor Centre, Exhibition, Cafe, Shop and for its transition into a volunteer managed attraction.  |                       |
| <b>Executive Director</b><br><i>Creswell Crags (Creswell Heritage Trust), Derbyshire/Nottinghamshire</i>  | Nov 16 -<br>Oct 23    |
| In this role I led a highly motivated and entrepreneurial team and oversaw a period of significant growth and expansion resulting in an increase in income across all revenue streams as well as a rise in visitors and of schools. I also oversaw the creation of a digital learning hub, learning delivery partnership with another museum, café expansion, organisational review and structural improvements. In 2019, following the discovery of the largest collection of Ritual Protection Marks in the UK, we were named <i>Large Visitor Attraction of the Year</i> . |                       |
| <b>Museum Manager</b><br><i>Framework Knitters Museum, Nottingham</i>   | Sept 11<br>Nov 16     |
| I led the museum through a period of transformation and expansion. This included rebranding, site reinterpretation, the establishment of a new retail approach, volunteer recruitment, a governance review, the creation of a new community art gallery, establishment of a sponsorship deal with a local brewery and the creation of a European award-winning digital learning resource which was recognised for innovation.   |                       |
| <b>Museum and Collections Officer</b> (maternity cover – fixed contract)<br><i>DH Lawrence Birthplace Museum, Nottinghamshire</i>   | Jan 09 -<br>June 10   |
| Threat of closure led to a review of the brand and audience experience. The resulting strategy led to the reinterpretation of the sites including the creation of a new gallery and a redesign of the visitor tour. I also oversaw a major conservation project, created a new collection store.  |                       |
| <b>Collections and Interpretation Officer</b> (fixed contract)<br><i>Cowper and Newton Museum, Buckinghamshire</i>  | Feb 07 -<br>Mar 08    |
| Responsible for the project management of the reinterpretation, collections re-display and re-branding of a historic literary house. I also created a slavery exhibition, art gallery, and an education resource space.   |                       |
| <b>Curator</b><br><i>National Justice Museum (formally Galleries of Justice), Nottingham</i>  | May 04 -<br>Feb 06    |
| In addition to collections management, I was also responsible for the relocation of the HM Prison Service Collection from Rugby and the project management and curatorship of a new permanent gallery for the exhibits. I also developed the new educational space 'Narrow Marsh', and was the founder of a new Subject Specialist Network 'The Crime and Punishment Collections Network'   |                       |

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| <b>Project Manager</b> (secondment from Nottingham Trent University – fixed contract)<br><i>City of Caves, Broadmarsh Centre, Nottingham</i><br>Responsible for the project management of the development and re-launch of a major new attraction.   | Feb 03 -<br>Apr 03   |
| <b>Researcher Project Officer</b><br><i>SOLOON Centre: The Galleries of Justice/Nottingham Trent University Partnership</i><br>Oversaw multidisciplinary academic advisory panel, conferences, funding bids and student engagement.  | Apr 01 -<br>May 04   |
| <b>Exhibition Researcher: Social History</b> (temp / freelance – fixed contract)<br><i>Think Tank, Birmingham</i><br>Member of curatorial development team for Birmingham’s Millennium Project and the relocation of the designated science and industry collection.   | Jan 00 -<br>Apr 01   |
| <b>Lecturer</b> (part time / temp. contract)<br><i>Nottingham Trent University, Nottingham</i><br>Responsible for teaching IT and research & study skills during summer school.  | Jul 97 -<br>Sept 97  |
| <b>Training Advisor / NVQ Assessor</b><br><i>Retail Training Company (SNTA Group), Nottingham</i><br>Providing employment training, mentoring, and support within retail sector  | Aug 93<br>Sept 95  |
| <b>Retail Career Details</b><br>Employed by several retail companies in a variety of roles in London and Nottingham. These included merchandising/buying for Harvey Nichols and the Covent Garden General Store. I also held several store management posts. These experiences have given me a consumer focussed and target driven approach to my work. Additional information available on request. | 1977<br>1993   |
| <b>EDUCATION AND QUALIFICATIONS:</b>   |  |
| <b>MA in Heritage Studies</b><br>Department of Heritage Studies, Nottingham Trent University   | Sept 97 -<br>Dec 99  |
| <b>BA (Hons) Humanities (accelerated 2-year intensive route): 1<sup>st</sup> class.</b><br>Department of Humanities, Nottingham Trent University   | Sept 95 -<br>June 97   |
| <b>CIPD: Certificate in Training and Development</b><br>Nottingham Business School, Nottingham Trent University  | Sept 93 -<br>Jul 94  |
| <b>Certificate in Counselling Skills (Level 2)</b><br>NCFE: CACHE  | Sept 23 -<br>Jul 24  |
| <b>TRAINING</b>  |  |
| Museum Resilient Leadership Programme<br>Be the Change (Annual Leadership Retreat)   | Mar 16 – Feb 17<br>2018 - 2024   |
| <b>BOARD &amp; COMMITTEE MEMBERSHIP:</b>   |  |
| Museum Development Midlands – Oversight Board Member<br>Wirksworth Arts Festival – Chair of Trustees<br>First Art (CPP) – Steering Committee Member<br>Culture Syndicates – Board Member   | July 24 – Present<br>May 24 – Present<br>Jan 17 – Oct 23<br>Sept 18 – Oct 22 |
| <b>AWARDS &amp; HONOURS:</b>   |  |
| Best in Heritage Projects of Influence, Croatia - Laureate, 2016<br>Large Visitor Attraction of the Year, MPD&D, 2019<br>Heritage in Motion, Websites & Online Content Category Award Winner,<br>European Museum Academy Conference, Italy, 2015   | Individual<br>Creswell Crags<br>Framework Knitters Museum                    |

## REFERENCES:

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| Dr Tim Caulton<br>Former Chair of Creswell Heritage Trust<br>Creswell Heritage Trust<br>Creswell Crags, Worksop<br>Nottinghamshire, S80 3LH<br>email: mail@timcaulton.co.uk | Dr Nick Winterbotham<br>Director of BtC & Former Vice President, RNLI<br>Eryr Lodge<br>Riverside Place, Llanbedr<br>Gwynedd, LL45 2NW<br>email: nickwinterbotham@aol.com |
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