

# JENNIE CASHMAN WILSON

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## ACHIEVEING SERIOUS OUTCOMES PLAYFULLY

*I help clients innovate through interactive, thought-provoking experiences that build trust and embrace risk playfully.*

### I'M CURRENTLY:

Combining my skills as a creative, educator and facilitator with my experience as a founder and CEO, certified coach, mentor and strategist to help clients in a diverse range of settings feel more engaged and emotionally resilient, build trust, embrace risk and innovate effectively, especially in a crisis.

### I WAS:

Founder and CEO of the Abram Wilson charity which inspires, connects and opens doors to the music industry for minoritised young talent. After my husband Abram's passing in 2012, I grew the charity from concept to a high-impact, multi-six figure organisation.

### I'LL ALWAYS BE:

A published children's author of true story 'Becoming Brave', big talker and nomadic dog lover.

### I'M PROUDEST OF:

Being listed in WISE100, a national index recognising the top women in social enterprise, and winning a Talent Award from WACL (a membership body of female leaders in advertising and communications).

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## PROFESSIONAL EXPERIENCE

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### FREELANCE

JAN 2024 – PRESENT

Since stepping down as CEO of the Abram Wilson charity I've been exploring playful approaches to achieving meaningful outcomes. Using methods including LEGO® SERIOUS PLAY®, I leverage research showing how play enhances learning, creativity, social engagement, and wellbeing while reducing stress.

My style is high energy, thoughtful, interactive, engaging, collaborative, open and fun enhancing learning, creativity, and wellbeing in professional settings using facilitation techniques and tools that include:

- Metaphor, storytelling and games (including LEGO® SERIOUS PLAY®,)
  - Contracts/agreements, check ins, invitations ad requests, listening and reflecting back, ensuring inclusivity
  - Coaching
  - Strategy
  - Images and music
  - Movement and breath work
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- **Associate with social impact consultancy WRKWLL** - wrkwll.org: Joined August 2024
  - **Bespoke workshops:** I design and deliver engaging, interactive and creative online and in person workshops to achieve specific outcomes eg.
    - ✓ **Building connection, trust and reviewing values with WRKWLL** - wrkwll.org – a two-hour play session which brought maximum play and energy for WRKWLL's biannual away day to help their associates build trust and connection and review their values (one of which is being playful).
    - ✓ **Leveraging your network for fundraising success with Youth Music** - youthmusic.org.uk – a dynamic, playful and interactive 90 mins session for grassroot music organisations on how to effectively leverage your networks to raise more funds.
    - ✓ **Wellbeing workshop for emerging jazz musicians with Serious** - serious.org.uk - an inspiring and relaxing two-hour session exploring new ways of connecting to the body and thoughts to build sustainable careers that they love.
    - ✓ **An assembly and workshop for Reception – Year 3** to accompany my children's book 'Becoming Brave' combining storytelling, drama activities, and emotional intelligence development to help pupils navigate loss, build resilience, and enhance their overall wellbeing.
  - **1:1 coaching, mentoring and strategy sessions:** have built a roster of private clients working in the creative industries supporting them to build sustainable careers.

- **Research and report writing:** researched and made recommendations for the funding and roll out of an expressive arts programme across the Ormiston Trust's (OT) - [ormistontrust.org](http://ormistontrust.org) - three academy groups (approx. 40 academies in total).

## THE ABRAM WILSON CHARITY

JUN 2012 – AUG 2023

*Inspired by the critically acclaimed and award-winning musician, Abram Wilson, the Abram Wilson charity inspires, connects and opens doors to the music industry so that minoritised young talent has an equal chance to realise their creative potential.*

Founder of music education non-profit and certified career development coach with 15 years experience supporting the creative and career progression of children - young adults, particularly those from minoritised communities. Career highlights:

- **Vision & Strategy:** created ambitious, collaborative strategy that grew the Abram Wilson charity from conception to a high-impact charity; facilitated vast array of networks, partnerships and collaborations that broke new ground in galvanising the music industry to connect and support young people into creative careers.
- **Programme Design & Development:** directed research, planning and development of high-impact music education and career development schemes. Skilled in design (market research, demand planning, competitor / gap analysis, stakeholder mapping, data gathering) through to delivery (workshop facilitation, coaching, mentoring and strategic sessions), management, monitoring and evaluation.
- **Financial Sustainability:** devised and implemented income generation strategies that drove long-term financial health, with a wealth of expertise in funding mechanisms, including trusts and foundations, individual giving, statutory funding and earned income. Experienced in managing fundraiser and bid teams.

## FOUNDER & CHIEF EXECUTIVE OFFICER

- **Strategic Vision:** led ground-up strategic development and growth of award winning, impactful charity; worked with hundreds of young people and performing artists, including those who secured label signings, distribution deals, album and LP launches, high-profile performances, awards and nominations.
- **Programme Development:** created innovative music education and career development programmes from concept, planning and launch to monitoring and evaluation. Conducted deep-dive industry consultation to inform programme design; market research, stakeholder mapping and analysis; data collection and evaluation.
  - ✓ **Career Development Programme:** 18-month programme where I led on delivering personalised coaching, mentoring and career strategy sessions, as well as engaging industry experts to deliver pro bono masterclass series. Mentees went on to successfully secure investment to establish their own label; sign album and publishing deals with both majors and independents; significantly grow their online fanbase; and diversify their portfolios to grow sustainable careers in music. Alumni include: [Sheila Maurice-Grey](#); [Cassie Kinoshi](#); [Sans Soucis](#); [Tyrone Isaac-Stuart](#); [Giacomo Smith](#); and [Amy Gadiaga](#).
  - ✓ **Future Sound:** award-winning music education programme for 11-18 years, pairing young people in schools with emerging UK jazz acts, leading to a professional performance and recording studio session. Brokered partnerships with Co-op Academy Trust, Mossbourne Community Academy, Church of Sound, The Yard, Premises Studios, Strongroom Studios and Platoon. Worked with [Kokoroko](#), [SEED Ensemble](#), [Jas Kayser](#) and [Matters Unknown](#) to name a few. Delivered professionally filmed digital programme called Future Sound Digital with artists such as [Oscar Jerome](#), [Sans Soucis](#), [Ashley Henry](#) and [Arji Manuelpillai](#).
  - ✓ **Achieve Your Greatness:** multi-arts primary school programme for 7-11 year olds from minoritised communities. Expanded to schools based in deprived areas across London and to Birmingham. Reached 10,000 pupils through workshops and assemblies.
- **Income Generation | Fundraising:** grew charity to annual turnover of £260k in 2022 from a diverse range of income streams, including trusts and foundations, individual giving, and earned income. 70-80% of funding secured from trusts and foundations, including Arts Council England, Youth Music and PRS Foundation.
- **Brand & Marketing:** built highly-engaged supporter base through brand development and a personalised communications and stewardship approach leading to a modest subscriber list with a strong conversion rate raising £30,000 per year. Led rebrand in 2021 that modernised look and feel, underpinned by market research and focus groups.
- **Governance:** grew and managed a diverse Board of Trustees to provide high-value strategic support and guidance to the charity, and oversee financial health and compliance in line with Charity Commission requirements, comprising top industry professionals, and with [Jools Holland](#) and [Nitin Sawhney OBE](#) as patrons.
- **People & Culture:** built a team of nine communications, fundraising, education and administrative professionals, with an operating model that could scale and consolidate according to organisational need, ensuring lower cost structure whilst providing flexibility for workforce of predominantly working parents.

## GREEN MAN TRUST

AUG 2014 – SEP 2015

*Green Man Trust was a newly formed charitable arm of Wales's largest contemporary music festival.*

### HEAD OF DEVELOPMENT (PART-TIME)

- **Defined vision, mission and aims for the Green Man Trust, and led official launch at Green Man Festival 2015**, working closely with Marketing and Communications team and Green Man Radio for maximum exposure.
- **Created a robust three-year fundraising strategy, and met initial £100K fundraising target.** Implemented donor research tools, and established new database system. Identified and cultivated major donor festival attendees.
- **Nurtured relationships with trusts and foundations;** PRS for Music Foundation, Help Musicians, the Ashley Family Foundation, the Leverhulme Trust, Jerwood Charitable Foundation, plus Arts Councils of Wales and England.
- **Built Advisory Board of influential individuals**, working closely with CEO.

## NATIONAL CENTRE FOR CIRCUS ARTS

JAN 2011 – JUL 2014

*NCCA is one of Europe's leading circus training schools; £2.6M turnover.*

### HEAD OF DEVELOPMENT

- **Created, articulated and implemented fundraising vision, uniting organisation** behind one common goal for growth, underpinned by a clear communications plan. Recruited two new fundraisers.
- **Exceeded fundraising targets by double - and triple digits each year, including landmark £600K donation**, the largest in the charity's history. Secured major new corporate donors, and grew individual giving from zero to 17% of annual turnover.
- **Staged first-ever major 25<sup>th</sup> fundraising gala, raising >£100K after costs.** United and led expert committee of 20 internal leaders and consultants.

## ABRAM WILSON LTD

MAY 2011 – JUN 2012

*Abram Wilson was a renowned jazz trumpeter born in New Orleans and based in London.*

### ARTIST MANAGER

- **Planned, negotiated and managed professional opportunities for Abram Wilson**, overseeing a small team of PR and strategy consultants.
- **Led coordination and delivery of 20-date UK tour for the Abram Wilson Quartet and Septet**, arranging all gigs, rehearsals, schedules and fees. Liaised with band members.
- **Planned new jazz-theatre production that received £10K grant from Arts Council England**, collaborating with Abram and award-winning director, Pia Furtado, to deliver first stage.

## TOMORROW'S WARRIORS

JUN 2009 – JAN 2011

*Leading young artist jazz development programme, focused on young people from African diaspora and girls.*

### LEARNING & DEVELOPMENT MANAGER

- **Co-created and delivered artistic and education programmes that drove growth and status of UK jazz scene;** led programmes from planning and design to launch and evaluation, including budget management.
- **Conceived and led partnership with Southbank Centre;** developed a curriculum for a structured programme of jazz education, still running today, having launched Mercury nominated and award winning musicians.
- **Secured income from new sources, including three-year >£500K grant from Arts Council England**, plus grants from Youth Music and Ernest Cook Trust.

## CARDINAL HUME CENTRE

JAN 2008 – JUN 2009

*Provides homeless young people, families in need and local people support to realise their full potential.*

### FUNDRAISING DEVELOPMENT OFFICER

- **Devised and delivered statutory fundraising strategy from scratch** and contributed to expanding trusts and foundations plan, exceeding target by 30%.

## BRITISH YOUTH MUSIC THEATRE

JAN 2007 – JAN 2008

*The UK's leading music theatre company for young people.*

### DEVELOPMENT OFFICER

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## EDUCATION

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**Relational Dynamics Coaching (ILM Level 7 equivalent)**, accredited by Culture at Work, 2019

**Diploma in Spanish as a Foreign Language (DELE)**, Advanced – Pass (pass rate: 70% or above), Institute of Cervantes/City Lit, London, Sep 07 – May 08

**Cambridge Certificate in English Language Teaching to Adults (CELTA)** – Pass, International House, Madrid, Aug 05  
**MA (Hons), History of Art, 2:1**, University of Edinburgh, 1999 – 2003

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## PUBLISHED CHILDREN'S AUTHOR

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In August 2023 I became a first-time published children's author with my autobiographical children's book 'Becoming Brave' which explores the themes of love, grief and believing in yourself. It was published by Little Tiger and reviewed in The Guardian. More information can be found on my website here: [www.jenniecashman.com/my-book](http://www.jenniecashman.com/my-book)

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## AWARDS & TRUSTEE ROLES

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**Trustee**, Bedford Creative Arts, 2024

**Founding Trustee**, Durham Music Trust, 2016 -2022

**WACL Future Leaders Award**, Women in Advertising and Communications, 2018

**WISE 100**, Natwest (recognising 100 leading women in social enterprise), 2017

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## COURSES & CERTIFICATES

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**LSP Method**, Certified Facilitator of the LEGO® SERIOUS PLAY® Method, 2024

**SOS Internationale**, Working with Children, Young People and Families using Somatic Experiencing, NeuroAffective Touch and The Vital Parenting Tasks (three-day course), and Introduction to Somatic Experiencing (two-day course), 2023

**Relational Dynamics 1<sup>st</sup>**, Sharpen the Saw – three-day top up coaching course in person, 2023

**Relational Dynamics 1<sup>st</sup>**, Sharpen the Saw – three-day top up coaching course online, 2021

**Clore Leadership Foundation**, Two-week intensive residential leadership course for leaders working in the arts, 2018

**National Arts Fundraising School**, Intensive week-long residential course covering all aspects of fundraising in the arts developed and led by renowned fundraiser and founder of the Management Centre, Bernard Ros, November 2009

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## INTERESTS

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I have a background in theatre and storytelling and love to engage that part of my brain through creative courses and coaching. Recent training has included vocal improvisation, fooling, clowning, mindful play, writing and illustrating picture books.

I have a small but energetic pooch dog who gets me outside and into my body. I'm particularly interested in somatics eg. what comes up in the body during my work with individuals and groups and how to release it so that clients can feel grounded and connected. I believe it's from this place that creativity and inspired action can thrive.