

Over a 30 year career in creative and executive leadership in the performing and visual arts, I have developed and managed small and large scale art projects in the public realm and provided strategic advice to clients in the public and private sectors. I have initiated and implemented organisational change and built partnerships with artists, communities and organisations in the public and private sectors.

EDUCATION

- Diploma in Literature & Creative Writing (OU, Part 1, part-time, 2013)
- BA Hons Open, History of Art and Critical Studies, 1996
- Toneel Academie (Academy for Drama), Maastricht, 1980
- Spinoza Lyceum, Amsterdam 1976

EXPERIENCE AND CAREER PROFILE

2005 - Current

Translator, Copywriter and Outsourcer

Bilingual in Dutch and English, I work as a freelance translator and interpreter in both language combinations. Specialisms include the Arts, Architecture, Culture, Urban Development, Regeneration, Food, Travel, Leisure, Tourism and Maritime subjects, as well as general topics. I have also translated legal documents, including Court Orders, tenders, procurement and employment contracts, as well as general web content, technical manuals and a variety of PR and marketing texts.

Regular clients include Languages Direct (Wales), Baker Media (UK), Whisper Audio (UK), Ad Verbum (Lithuania), 't Linguakabinet (Netherlands), Language Factory (Belgium), Campana (Belgium) and Annex Global (Germany).

I have produced numerous studies and reports in my field of expertise and have written content for webpages, published articles and reviews and completed short literary works.

2010 – current Independent Consultant

Specialist in developing and managing creative partnerships with clients in the public and private sectors and initiating and implementing projects in the public realm as part of strategic regeneration and environmental improvement contexts.

Considerable senior management experience in the cultural and creative sector as Executive Director and Company Secretary for two charitable companies, including the implementation of significant organisational change.

Consultancy and training services for private, public and third sector clients, focusing on dynamic partnerships that place creativity and collaboration at the heart of projects addressing current urban challenges. Services include:

- strategic development and change
- cultural strategies and bespoke communication tools
- creative collaborative practice and stakeholder engagement
- community development projects

Previous

April 2007 – Oct. 2010 Executive Director, Safle Ltd

Founding Executive Director, responsible for the charitable and commercial operations of this arts and culture charitable company and for its effective financial management.

April 2003 – March 2007 Director, CBAT the Arts & Regeneration Agency

Executive responsibility for the strategic and operational business development of this charitable company and its trading subsidiary Grounds for Change, an environmental body registered with ENTRUST.

Sept. 1998 – March 2003 Commissions Director, Cardiff Bay Arts Trust

Leading the commercial and creative programme, development of the client base and project portfolio, increasing the income, scale and scope of projects and creative partnerships were at the core of this role.

Sept. 1994 - Sept. 1998 Commissions Officer Cardiff Bay Arts Trust

Responsible for all aspects of the implementation of arts projects in the public realm.

1993 - 1994 Theatre Manager, Sherman Theatre Cardiff

1991 - 1993 Deputy Administrator Theatre Hafren, Powys County Council

1982 - 1991 Freelance – Stage and Company Manager

1981 - 1982 Production Assistant for STIPT Amsterdam

Non-executive roles:

2014 - Current, Elected Chair of RSA Wales/Cymru

2009 - 2014, Elected Fellowship Council Member, RSA

TEACHING/MENTORING/WRITING EXPERIENCE

- RSAW Practice Mentor, the Welsh School of Architecture, 2007 - 2011
- Workshop leader for Transforming Public Spaces, Chongqing, China; British Council, 2009
- Lectures, talks and assessment work for the Welsh School of Architecture, University of Wales; ILEX, Derry/Londonderry; University of Glamorgan; Cardiff School of Art & Design, UWIC; Birmingham Institute of Art and Design; British Council; Landscape Institute; University of Barcelona Public Art Observatory
- Editorial contributions to a-n Magazine, Public Art Review, Art & Architecture Journal, Touchstone, Agenda, Public Art On Line, Click-on-Wales
- Strategies and reports for Birmingham City Council, RCT Homes, a-n The Artists' Information Company, Welsh Government, States of Jersey, ILEX Derry/Londonderry, Belfast City Council, Cardiff County Council, Vale of Glamorgan Council, Essex County Council, St Helen's Council

PROFESSIONAL DEVELOPMENT

- Strategic Leadership and Consultancy Skills training with =mc
- Contract & Financial Management and Conflict Resolution with Directory of Social Change
- Welsh language, Nant Gwrtheyrn Welsh Language and Heritage Centre.
- Recent research travel; Hong Kong, Shanghai, Chongqing, Montreal and Toronto, Stockholm, Essen Zollverein, Beirut, Berlin, Riga and Tallinn, Boston and Phoenix, Bilbao, Rotterdam, Almere, Barcelona, Venice, Kassel, Berlin, Madrid, Amsterdam, Brussels.

AWARDS, AFFILIATIONS AND MEMBERSHIPS

- Fellow of the Royal Society for the Encouragement of the Arts, Manufacture and Commerce (RSA) and Chair of RSA Wales/Cymru
- Panel Member for the RSA/RDI Awards
- Visiting Fellow at the University of Glamorgan (2010 - 2013)
- Life Fellow of the Institute of Welsh Affairs

CONTACT DETAILS

Wiard Sterk
6 Ludlow Street, Grangetown,
Cardiff CF11 7BX
T: +44 (0) 7773 325250
E: wiard@urbancondition.co.uk