



Douglas Brown
Head of Experiences

Doug plays a central role with our clients on a number of projects across the four years that he has been at Artgym. His goal is to create experiences that empower people to put their creativity to good work. Based in Shanghai, Doug leads the China team and works closely with the UK team to research, design and deliver immersive, participatory and creative experiences that have a transformational impact on the learner.

His passion to champion the voice of the learner across all phases of the research, design and development of our learner experiences ensures that Artgym deliver truly learner centred transformational experiences to everyone involved – no matter how big or small.

Throughout his time at Artgym, Doug has led projects of all sizes, ranging from small workshops for senior directors, to large scale hackathons, to the design and development of a high potential employee program, through to the creation of a large scale global manager development program reaching an audience of 8,000. His work has taken him to Europe, Asia, Africa, North and South America.

Doug began his career in the sports events industry in Hong Kong. He oversaw the operations of rugby events in Asia from grass roots all the way to large scale international events. Having split his time evenly between Hong Kong and the UK, Doug is fluent in Cantonese and his working style incorporates aspects from both cultures.

Aside from his client commitments, Doug was the Production Manager for the multi award winning documentary “The Moving Theatre” and currently supports “Lead Like a River” which runs every August in the High Atlas

Mountains in Morocco.

Doug specialises in working closely with his clients to understand their needs and the needs of their learners in order to really get “under the skin” of projects. He can really get into the granular detail whilst holding the bigger picture. Most important to Doug is that the experiences that are designed have a transformational impact on the learner.

Doug has a BA in Economics and Business Studies and a MSc in Corporate Communications and Reputation Management from Alliance Manchester Business School and is currently an MBA candidate.

With a strong ‘can do’ attitude, no problem is ever too big for Doug. His approach combines attention to detail, forward thinking and a strong degree of emotional awareness.

Doug is passionate about finding ways to unlock the potential that we all have within us. He is constantly curious and strives to better understand the way we behave, how things work and the role transformational experiences play in our lives. Outside of work, Doug enjoys playing rugby and football.