

## CLAIRE BYERS.

Creative Catalyst, Brand Builder, People Person  
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### PHILOSOPHY.

*"To make a conscious choice to live a life that matters, every day."*

### MOST PROUD OF.

- ☀️ **COURAGE** Leaving a 35 year career to become a full-time carer.
- ➦ **RESULTS** Winning Dott07 – National Design Biennial for the North East. Design changing lives.
- ★ **ACHIEVEMENT** Leading/inspiring 150 Experience Team Volunteers to launch 'Kynren – An Epic Tale of England'.
- ♥️ **LOVE & LIFE** The two beautiful, caring, charming people that call me mum.

### BRANDS I'VE LED, DEVELOPED OR REPOSITIONED.

House of Hardy	RIBA NE & Cumbria	BALTIC
BALTIC39	Dott07	Auckland Castle
Eleven Arches/Kynren	The Alnwick Garden	An Lanntair

### ASSOCIATIONS.

Fellow Royal Society of Arts.

### SPECIALISMS.

People-centred Brand experiences and Destination Brands.

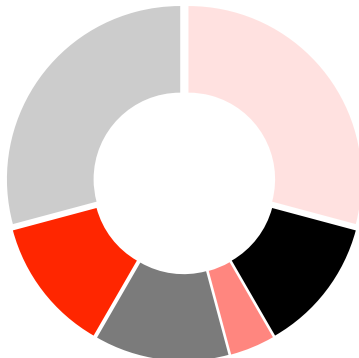
### EDUCATION.

BA (Honours) English Literature.

### INTERNET.

Website	angelfysh.com	LinkedIn	linkedin.com/in/clairebyers
Facebook	facebook.com/angelfysh	Twitter	twitter.com/angelfysh

### A DAY IN MY LIFE.



- Being Creative. Projects big & small. Personal & collaborative
- ANGELFYSH. Building world-beating people-centred brands.
- Apron on. Cooking, feeding & hosting.
- Nurturing & Supporting. Family, friends & new connections.
- Breathing fresh air. Out in the wilds of Northumberland with dogs.
- Zzzzz. Restoring, resting & imagining.

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