

Richard Fitch

CREATIVE DIRECTOR | LIVE EXPERIENCES, IMMERSIVE STORYTELLING & INTERNATIONAL PRODUCTIONS

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Profile

International creative leader and director with more than sixteen years' experience developing and delivering large-scale live productions, immersive experiences and IP-led entertainment. Has worked across the West End, Broadway, North America and Japan, leading multidisciplinary teams and translating ambitious creative ideas into compelling, audience-focused experiences. Combines extensive theatrical storytelling and production expertise with location-based entertainment concept development for Journey, 59 Studio and a high-profile streaming platform.

Core Capabilities

Creative direction and concept development	International project delivery
Experiential storytelling and audience journeys	Multidisciplinary team leadership
Live events and immersive experiences	Creative production and technical integration
Creative presentations and pitch development	Stakeholder and client collaboration
IP and brand stewardship	Budget-aware creative execution
Spatial and narrative experience design	Cross-cultural creative delivery
Broadcast and live performance direction	Talent development and mentoring
Creative strategy and problem-solving	Audience engagement and experience

Relevant Leadership Expertise

International Associate Director | *Back to the Future The Musical* – 2018–2025

West End | Broadway | North American Tour | Tokyo | International development

- Oversaw the creative and operational processes required to cast, open, maintain and recast a technically complex, Olivier Award-winning musical across multiple territories and time zones.
- Directed and staged performances for major broadcasts and live events, including *Magic at the Musicals* at Manchester's AO Arena, the Olivier Awards at the Royal Albert Hall, BBC Comic Relief and Sport Relief, and *Britain's Got Talent*.
- Designed the production's casting systems and master schedules, coordinating auditions, offers, contracts, rehearsals, technical rehearsals and debuts with lead creatives, producers, casting directors and local teams.
- Led dozens of cast changes and full-company replacements across multiple territories, casting, rehearsing, technically rehearsing and successfully debuting hundreds of performers while adapting creative delivery to different cultures and languages and safeguarding the production's brand and performance standards.
- Led the creative planning and coordination of marketing and promotional content across each territory, working with performers, producers, marketing teams and production departments.
- Balanced creative ambition, operational resilience, performer welfare and budget constraints while coordinating multiple productions across international markets.
- Worked closely with producers, creative teams and local stakeholders to coordinate delivery, manage competing priorities and maintain consistency across international productions.
- Built and maintained formal show-quality systems through performance notes, reports, brush-up rehearsals, creative maintenance visits and ongoing liaison with resident direction, stage management and company management.

- Recruited, trained and mentored creative maintenance teams, establishing clear reporting practices and developing colleagues capable of sustaining standards and escalating issues effectively.

Associate Creative Director | Journey / 59 Studio / High-Profile Streaming Platform - 2025

Large-scale IP-led location-based entertainment concept

- Worked closely with the Creative Director and senior design team across a four-month international pitch and concept-development process for a major branded attraction.
- Collaborated across dramaturgy, spatial and technical design, illusion and music, developing the proposed guest experience and preparing creative presentations within IP, budget, technical and stakeholder parameters.
- Contributed to the development of audience journeys, narrative frameworks and immersive storytelling approaches designed to bring globally recognised IP to life.
- Helped translate ambitious creative ideas into clear, commercially credible concepts that responded to stakeholder priorities and practical delivery considerations.

UK Associate Director | MJ The Musical - 2024

Broadway-to-West End transfer

- Helped open the original West End company, transferring an established Tony Award-winning Broadway production while coordinating casting, rehearsals, technical delivery and performance standards across creative and production departments.
- Planned, coordinated and directed the live performance for ITV's *Good Morning Britain*.
- Applied extensive experience of music, vocals, choreography and actor development within a large-scale commercial production and globally recognised IP.

Director & Creative Leader | Theatre and Live Entertainment – 2010–Present

- Directed and developed award-winning professional and training productions, including European and world premieres, spanning concept development, scripting and dramaturgy, workshopping, auditions, rehearsals, technical production and opening.
- Developed audience-focused creative concepts and delivered productions across commercial theatre, touring, workshops and educational environments over a sixteen-year career.
- Led multidisciplinary teams of producers, writers, designers, casting directors, composers, choreographers, musical directors, illusionists, technical specialists, production managers, stage managers and performers.
- Built trusted working relationships with high-profile artists, agents and creative teams, navigating performance direction, creative maintenance and sensitive negotiations across multiple productions.

Themed Entertainment Foundation

Parade & Character Performer | Disneyland Paris - 2007

- Delivered immersive guest experiences within highly choreographed parade and character operations, working to exacting standards of safety, consistency, timing and character integrity.

Education & Recognition

- BA (Hons) Acting, First Class – Liverpool Institute for Performing Arts
- Sir Paul McCartney Human Spirit Award – Recipient
- Level 2 Counselling Skills – Counselling & Psychotherapy Training Academy