

Sarah Drummond

Commercial Leader · Managing Director · Executive Producer

sarah@sarahdrummond.co

sarahdrummond.co

Edinburgh · London · Global

Combining creative instinct with calm commercial leadership across international production, growth and change.

01 EXECUTIVE PROFILE

Sarah Drummond is a commercial leader, Managing Director and BAFTA winning Executive Producer with more than 30 years across film, television, advertising and branded entertainment.

Over 13 years at LS Productions she progressed through Senior Producer, Head of Production and Executive Producer into the role of Managing Director and Executive Producer. She helped scale a Scotland based production service into an internationally recognised production and content partner, growing teams, opening new markets, building relationships with global brands and agencies, and leading the business through significant periods of growth and change.

Her experience combines commercial leadership, creative understanding, international production, new business, partnerships, operations, financial responsibility and people leadership.

She is known for a calm leadership style and sharp commercial instinct, and is equally comfortable with a founder, a senior leadership team, a global client or a board.

02 CURRENT ROLE

2026 to Present

Founder

Sarah Drummond Advisory

Working with founders, creative businesses, production companies and leadership teams across commercial growth, new business, partnerships, creative business operations and leadership through change.

Engagements include focused projects, ongoing advisory relationships and fractional senior leadership.

03 CORE EXPERTISE

- > Commercial Growth
- > Partnerships & New Business
- > Creative Business Operations
- > Leadership & Change
- > International Growth
- > Organisational Scaling
- > Global Brand and Agency Relationships
- > Financial and Operational Leadership
- > Founder and Board Advisory
- > Executive Production
- > Team and Culture Development
- > Content and Production Strategy

04 SELECTED COMMERCIAL EXPERIENCE

Brands and partners

Dior · Nike · Google · Netflix · BMW · Porsche · Burberry · Valentino · Samsung · Glenmorangie · Adidas · Disney · HBO · Marvel Studios · Wieden+Kennedy · Mother · Publicis · Anonymous Content · Prettybird · RSA

Selected work

Harry Styles · Dior Cruise 2025 · Nike featuring Erling Haaland · Glenmorangie featuring Harrison Ford · A Kind of Spark · Trainer Games · Reality Is Not Enough · LS Films

05 WIDENING ACCESS

Sarah's commitment to widening access into the creative industries is rooted in earlier work teaching filmmaking in care settings and youth prisons and continues through her role as Chair of Screen Education Edinburgh.

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Career · Recognition · Affiliations

06 CAREER EXPERIENCE

2013 TO JUNE 2026

Managing Director & Executive Producer

LS Productions

Progressed through Senior Producer, Head of Production and Executive Producer into the role of Managing Director and Executive Producer, helping scale a Scotland based production service into an internationally recognised production and content partner. Led teams, operations, financial responsibility, commercial activity and organisational development. Opened new international markets and built long-term relationships with global brands, agencies and production partners, and executive produced complex international work across advertising, music, branded entertainment, film and television. Helped launch LS Films in 2022, moving the business into original content, and contributed to the company's ranking at number five in the FEBE Growth 100 and inclusion in The Sunday Times 100 in 2023.

2011 TO 2013

Independent Producer & Creative Consultant

Independent

Produced two BAFTA Scotland winning projects, alongside a further nomination for Colours. Worked independently across commercial and creative productions, expanding relationships across agencies, brands and international production partners.

2002 TO 2011

Producer

Plum Films

Produced work across commercials, television and film, managing productions from development through delivery while building relationships with agencies, directors, clients and production partners across the UK.

1996 TO 2002

Facilities Manager / Operations Manager

Picardy Media Group

Started on reception and progressed to Facilities Manager and then Operations Manager, building the operational and organisational foundations that shaped a later career in creative business leadership.

07 RECOGNITION AND AFFILIATIONS

The Sunday Times 100

Leadership contributor to LS Productions' inclusion in the 2023 list of the UK's fastest growing private companies.

BAFTA Scotland New Talent Award, Winner

Producer category, recognising outstanding contribution to film and television in the Scottish screen industry.

BAFTA Scotland Best Short Film, Nomination

Producer of Colours, directed by Graham Fitzpatrick and devised with inmates at a young offenders' institution.

Member, Vistage UK

Seven-year member of the world's largest CEO peer advisory organisation.

FEBE Growth 100

Leadership contributor to the ranking at number five among Britain's fastest growing founder led private companies.

BAFTA Scotland Best Short Film, Winner

Producer of Tumshie McFadgen's Bid for Ultimate Bliss, directed by Simon Hynd.

Chair, Screen Education Edinburgh

Board Chair developing filmmakers, with a focus on opening the industry to underrepresented talent.

LBB Bossing It Series

Featured by Little Black Book on what it takes to lead in today's creative industries.

Open to exceptional executive, board, non-executive, fractional and advisory opportunities where commercial growth, creative ambition, partnerships and leadership come together.

sarah@sarahdrummond.co · sarahdrummond.co · [linkedin.com/in/sarahdrummond](https://www.linkedin.com/in/sarahdrummond) · Edinburgh · London · Global