

Project Director

Track record of delivering end-to-end project management services for high-profile commercial fit-out projects and exceeding client expectations through strategic leadership and innovative problem-solving across diverse sectors.

Entrepreneurial leader with proven success in directing complex, fast-paced fit-out initiatives with multi-million-pound budgets, and fostering positive relationships with stakeholders, from C-suite executives to on-site contractors. Expertise in overseeing all aspects of project lifecycle, from conceptualisation and design to procurement, construction, and handover, ensuring adherence to set quality standards, timelines, and cost parameters. Experienced in employing cutting-edge methodologies and leveraging architectural skills to drive continuous process improvements, optimise resource utilisation, and enhance customer experiences. Influential leader and a collaborative team player with multi-national experience in managing cross-functional teams, facilitating effective communication, and navigating intricate regulatory landscapes across multiple geographies and countries.

Areas of Expertise

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| <ul style="list-style-type: none">• Team Leadership & Management• Construction Project Management• CAPEX Tracking & Financial Reporting• Risk Mitigation & Contingency Planning | <ul style="list-style-type: none">• Programme Management• Architectural Design & Planning• Tender Process & Bid Evaluation• Procurement Management | <ul style="list-style-type: none">• Contract Administration• Quality Assurance (QA)• Cost & Budget Control• Value Engineering |
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Success Highlights

- Winning £10m of new fit-out work, converting two new client work-streams within 6 months of joining Medlock.
- Delivering over career 400+ cinema screens at 44 locations across 8 countries.
- Delivered brand concept and rollout for first 5 muvi cinemas in KSA. Developed a technical structure for Project Management & Cost Control, training in-house resources to support delivery strategy for Fawaz Al Hokair Group, now valued at \$1bn.

Professional Experience

Medlock FRB Ltd – London, UK

2025 – Present

Director | Pre-Con Director | Customer First Director

Head hunted by Medlock an established £50m turnover Fit out Contractor to spear head their pre-construction / client liaison delivery teams. Working with new + existing clients my “customer first” Director role enables me to utilize my abilities and experience talking with C-suite execs & Employers Agents, monitoring all aspects of the company’s delivery performance.

- Working with our estimating Teams on new bids, reviewing buildability issues, site access, overiewing all new tender submissions.
- Facilitating the transition internally between estimating teams and delivery teams on southern based project startups.
- Monitoring our delivery Teams performance, attending site + design team meetings, engaging with clients on project concerns and overall project deliverables.

Consult Project Management Ltd – London, UK

2012 – 2024

Project Director | Managing Director | Founder

Capitalised on an entrepreneurial drive to establish and grow a company, achieving £4.7m in turnover from fees. Communicate effectively across all levels from CEOs to construction site labourers. Leverage strong leadership and people management skills to direct large teams of 20+ stakeholders from project start through all design phases, contract management, and final handover. Employ strong analytical reasoning to assess project timelines and quality from design to handover with contractors and specialists. Organise and chair critical meetings, with a focus on maintaining project alignment and stakeholder engagement.

- Engaged in development and fit-out projects, consistently delivering for blue-chip clients including Warner Bros, The Light Cinemas, Village Roadshow, EuroPlex Cinemas, ETIHAD Airways, and Emirates Airways.

Simon Jeffries

- Managed complex fit-outs within stringent 16–24-week timelines. Oversaw full CAPEX control for multiple clients, ensuring fiscal and operational efficiency.
- Spearheaded The Light Cinemas project deliveries starting from their first cinema in 2011; completed 13 fit-out projects over 14 years, managing over £42M in CAPEX and generating £800k in PM and CC fees.
- Administered JCT D&B and Standard Forms of Contracts, completing projects within 4-6 months and handling contracts up to £10M+. Spearheaded fast-track, high-CAPEX fit-out projects, ensuring timely and budget-compliant delivery.

Career Notes

EDCM Group – Leeds + London, UK

2005 – 2013

Project Director, Partner

Co-founded EDCM Project Management Ltd and later EDCM Group, serving as a joint equity partner and key player in establishing North London Project Management Services division. Played a crucial role in organisation staffing 27+ employees with an annual turnover of £3.5m, delivering comprehensive turnkey development and construction services.

- Managed relationships with high-profile clients such as The Light Cinemas, Emirates, and ETIHAD Airways.
- Oversaw delivery of multiple prominent projects across Residential, Office, and Commercial Leisure sectors, achieving over £100m in Gross Development Value (GDV).
- Delivered turnkey design and construction project for ETIHAD Airways Global Contact Centre in Manchester in 2013.

Project Director, EuroPlex Cinemas – London, UK

2001 – 2005

- Led team steering project development, capital expenditures, and program management across Italy, Switzerland, and Greece.
- Steered end-to-end launch of seven new multiplex cinemas, comprising a total of 65 screens in three countries.
- Prepared and administered budgets totalling €40m, overseeing placement of 700 direct work orders.

Project Director, Village Roadshow International – London, UK

1998 - 2001

- Oversaw project control from inception through delivery over six years, leading construction of cinema and entertainment complexes in Singapore, Malaysia, Greece, France, Switzerland, and the UK with Warner Bros.
- Coordinated €55m sale of Greek development project, managing due diligence and disclosure processes. Compiled project cost data from asset and bank ledgers, liaising with Executive VP of Property & Finance and international corporate lawyers.

Senior Project Manager, Village Cinemas – Athens, Greece

1996 - 1998

- Led project management facets for Greece's first urban entertainment centre, a 36,000m² development, including a 20-screen Village Cinemas megaplex, over 50 retail stores totalling 9,000m², and 1,200 parking spaces, both above and below ground.
- Oversaw entire project lifecycle for Greece's inaugural multiplex, a 19,000m² new build featuring 10 cinema screens and a three-story underground parking facility complemented by 1,800m² of retail space.

Project Manager, Village Cinemas – Malaysia | **Assistant Project Manager**, Village Cinemas – Singapore | **Senior Designer**, Richard Ho Architects – Singapore

Education

Master of Arts: Postgraduate in Architecture (Part 2) | Mackintosh School of Art & Architecture, Glasgow University – Scotland

Bachelor of Arts: Architecture (1st Class Honours) | De Montfort University, Leicester - England

MAPM | Full Member, Association of Project Managers, UK

Awards & Publications

- ❖ "In the Lap of Luxury" Article – The Times, London
- ❖ Village Cinemas Project Manager of the Year 1996
- ❖ Singapore Institute of Architects Design Award – Senior Designer for Conservation House | Published Architectural Review | Singapore Architect special issue

Simon Jeffries

- ❖ Editor, Annual School Report | Exhibited Work – National Trust of Scotland | Guest Critic, University College London – Mackintosh School of Architecture, Glasgow University
- ❖ David Nesbit High Academic Achievement Award | Published annual LSA Work (3 years) – Leicester School of Architecture, Leicester Polytechnic

Technical Proficiencies

ACAD | Sketch Up | Microsoft Project | Microsoft Excel (Advanced) | Building Websites | Corel Draw

Key Projects

UK Leisure

- Flat iron, Steak Restaurant, London - £800k ('25)
- Clays, Indoor laser venue, London - £1.7m ('25)
- Double Tree by Hilton, London - £1.4m ('25)
- Haven Water Park, Kent - £6m ('25)

The Backlot Cinema & Diner

- IMAX Cinema, Diner - £7.5m ('24)

The Light Cinemas

- Redhill – incl. Bar & Diner, Bowling, Climbing & Mini Golf, £7.5m ('23)
- Banbury - incl. Bar & Diner, Bowling, Climbing & Mini Golf £7.0m ('22)
- Sittingbourne - incl. Diner & Bowling, £4.5m ('20)
- Addlestone – incl. Bar, £3.1m ('18)
- Bradford – incl. Bar £3.3m ('18)

Saudi Arabia

Muvi Cinemas

- Nakheel Mall, Damman, KSA – 84m SAR ('20)
- Al Hamra, Riyadh, KSA – 17m SAR ('19)
- Mall of Arabia, Jeddah, KSA – 70m SAR ('19)

Europe

EuroPlex Cinemas

- Italy - Arezzo, Rovigo, Bicocca, Como - €10.8m
- Greece - Patras & Larissa- €10m
- Switzerland - Flonplex, Lausanne - 23.8m CHF

Village Cinemas International

- Entertainment Park, 20 Screens, Athens, Greece €55m ('99)
- Balxert, Geneva 26m CHF ('99)
- Pagrati, Greece €2.4m ('99)
- Lingostiere, Nice, France €14.4m ('98)
- Thessaloniki, Greece €3.5m ('97)

Asia

Golden Village Cinemas

- KLCC GV Retail Centre, 13 cinemas, Malaysia
- Bandar Klang, KL Malaysia
- Bandar Utama, KL Malaysia

Hospitality

Etihad Airways

- 1st Class & Business Departure Lounges
- T3, Abu Dhabi, UAE – 50m AED / £10M ('14)
- Manchester, UK - £1.4m ('10)
- Dublin, Ireland – €1.8m ('10)
- Washington DC, USA - \$6.4m ('13)
- Charles De Gaulle, Paris, France – €3.6m ('12)

Offices

- Global Contact Centre, Al Ain, UAE – 14m AED / £2.8m ('14)
- Global Contact Centre, Manchester Airport, UK - £3.5m ('11)

Residential Project Experience

- Olympic House, Glasgow – Conversion Grade 2, 45 apartments ('10)
- The Landmark, Bexhill on Sea, New Build, 66 apartments ('10)
- De La Warr Heights, Bexhill on Sea, New Build, 24 Apartments ('08)