



**STEM Ambassador profile**

**BRENT WOODS**  
CHIEF EXECUTIVE, THE MEDIA CENTRE

**? What do you do?**

“ I am Chief Executive of The Media Centre, a social enterprise based in Huddersfield. As a not-for-profit organisation, we’re committed to supporting business growth, employment opportunities and talent development within the creative and digital industries. On a more individual level, my role allows me to identify the potential in young people, particularly those with a spark or idea that would benefit from some nurturing. I therefore take the lead on a number of programmes that encourage creative confidence, such as our own Code Club for 9-11 year olds. I also connect young people with more experienced mentors and help to widen networks between regional educational establishments and those of us in business well-placed to help.



**? How did you get to where you are?**

“ At school, my ambition was to be an architect – a job that would incorporate my love for drawing with my interest in all things technical. But I soon learned that there were so many other career opportunities that would enable me to blend my creativity and artistic skills, with my interest in maths and science. One of my first jobs, for instance, was in the technical layout team at Hallmark Cards in Canada.

Every day I work alongside incredibly knowledgeable and talented individuals – games designers, software engineers and mobile app testers for example – who all started out with STEM subject interests. I have succeeded from a young age by proactively seeking out mentors and soaking up experiences in every role I’ve pursued. I’m therefore a huge advocate of collaboration between businesses, schools, colleges and universities, to facilitate a number of routes into industry.



**? What advice do you have?**

“ Don’t underestimate the possibilities. STEM subjects underpin so many exciting careers, some of which you may not even know about yet. And you may not apply what you’ve learned in the same way as you would in a classroom, but the mechanics of the subject will prove an important platform from which you can grow.

One of the first things you need to learn as a games designer, for example, is physics. And as an app developer you’ll be well equipped in your role if you have an inbuilt tendency to experiment, try things, make mistakes and learn from them, as you would in science or engineering. The digital sector is evolving at such a pace, with the need to think ever-more creatively and analytically, that STEM subjects will only grow in their importance. Embrace this opportunity to be part of the innovation.

**? What kinds of activity can you support?**

“ I’m happy to get involved in activities such as career talks or sector-specific workshops about the creative and digital industries, school visits to see such businesses in action, Code Club, mentoring and creative competitions.

**How your school can access STEM Ambassadors**

We work with schools so that you can access our database of **FREE** STEM Ambassador volunteers, enabling you to incorporate exemplary links to the world of work within your teaching. Each STEM Ambassador has a STEM background – they are usually experts or professionals in their field.

All of our STEM Ambassadors have also undergone an enhanced Disclosure and Barring Service (DBS) check to enable them to work with young people in school; and they have also attended an induction session with West Yorkshire STEM staff on how to approach classroom and school-based teaching sessions. To request a STEM Ambassador, email us: [ambassadors@wystem.co.uk](mailto:ambassadors@wystem.co.uk).

