

AARRON MCGURK

BUSINESS OPERATIONS | EXECUTIVE PARTNERSHIP | PEOPLE & CULTURE

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PROFESSIONAL PROFILE

High-EQ operator and executive partner with 12+ years of experience helping founders, senior leaders and scaling organisations turn complexity into clear priorities, systems and action. Career spans high-discretion executive support, business operations, people and culture, governance, organisational change and cross-functional delivery. Progressed from executive partnership roles at Serpentine Galleries and Isaac Julien Studio into broad operations leadership at Chorus Creative Group, where the remit grew across operational infrastructure, people systems, policy, suppliers, technology, sustainability governance, integration and leadership enablement. Strongest in small or scaling environments that need judgement, structure and connective leadership without unnecessary bureaucracy.

SELECTED RECOGNITION

2024	2023	2023	2026
Culture Champion of the Year Office Management Awards	Power 50 Green Champion micebook / isla	Best Places to Work Contributed to Chorus recognition	CoS Readiness: 256/300 Operating at Chief of Staff Level

THREE CORE CAREER PROFILES

EXECUTIVE PARTNERSHIP / CoS PATHWAY	BUSINESS OPERATIONS / GENERALIST	PEOPLE, CULTURE & EXPERIENCE
• Founder and C-suite support • Judgement, discretion and anticipation • Leadership priorities and decision follow-through • Complex international diary / travel / stakeholders • Special projects, change and cross-functional influence	• SOPs, systems and process design • Budgets, suppliers, contracts and procurement • IT, workplace and operational infrastructure • Governance, risk, compliance and ISO-aligned systems • Acquisition, integration and business continuity	• Recruitment, onboarding and employee lifecycle • People systems and policy ownership • Line management, coaching and feedback culture • Wellbeing, inclusion and employee experience • Culture infrastructure and change communication

PROFESSIONAL EXPERIENCE

Chorus Creative Group | London

CULTURE & OPERATIONS LEAD | 2021 - Present

Progressed through executive/project support, Operations Manager and Culture leadership into a horizontal, cross-functional remit. Strategic partner to Founder and Managing Director within a creative agency that scaled beyond 25 employees, operating across business operations, people, systems, governance, integration, sustainability and leadership support.

Leadership, business operations and organisational enablement

- Act as an operational and organisational partner to leadership, translating direction into priorities, systems, communication and practical execution while identifying gaps, risks and unowned work before they become larger problems.
- Manage approximately £1m of operational budget responsibility across facilities, suppliers, technology and business infrastructure, partnering with finance on spend visibility, project cost recovery and operational decisions.
- Own and improve operational systems across recruitment, people processes, supplier management, IT, CRM, marketing governance, reporting and project delivery, using Monday.com, HubSpot, Microsoft 365, Plumm, Timesheet Portal, Pitch.com and other tools.
- Author and maintain SOPs, onboarding materials, handbooks, operating guides and internal documentation, turning organically developed ways of working into clearer, repeatable processes without over-engineering the business.
- Built a bespoke HRIS-style "People World" in Monday.com covering personnel records, onboarding, development, leave and employee lifecycle workflows; also introduced and implemented Plumm as part of the people-support infrastructure.
- Own recruitment operations across role coordination, candidate processes, contracting, onboarding and exits for permanent employees, contractors and freelancers, while maintaining a usable external talent and supplier bench.

CHORUS CREATIVE GROUP - EXPANDED SCOPE & EVIDENCE

People, policy and culture infrastructure

- Built Chorus' People Policy and owned wider policy governance across wellbeing, flexible working, sustainability, ethics and operational standards, translating policy into practical ways of working rather than static documentation.
- Led onboarding and induction infrastructure, employee touchpoints, wellbeing activity, feedback rituals and culture forums; adapted Monday.com to provide visibility across personnel files, CPD, holidays and onboarding status.
- Line-managed and coached an Agency Coordinator through performance and development, and supported managers with people processes, team communication and employee experience during periods of change.
- Helped create and maintain a culture operating rhythm through structured meetings, roundtables and rituals, with Chorus recognised in The Sunday Times Best Places to Work in 2023.

Change, acquisition and business continuity

- Played a central operational and cultural role in Chorus' integration with Brands at Work following acquisition, connecting teams and translating a complex transition into manageable workstreams and phased communication.
- Coordinated practical integration across IT access and systems, calendars, Teams collaboration, Wi-Fi, printers, desk booking, office-move planning, suppliers, facilities and employee communication, keeping operational detail connected to people experience.
- Acted as an operational "shock absorber" during restructure and high workload, catching unowned work, maintaining business hygiene and closing loops across teams; 157 completed operational tasks were captured in the 2025 Ops Management board, which undercounted informal work.
- Processed or tracked more than 300 operational actions and requests in H1 2025, averaging around 50 per month, while balancing culture, sustainability, marketing and project-support responsibilities.
- Supported leadership with early identification of capacity, communication, workflow and change risks, framing concerns as practical options and decision paths rather than passive escalation.

Governance, sustainability and risk

- Led development and ongoing stewardship of an ISO 20121:2024-aligned Sustainable Event Management System (SEMS), connecting leadership, project teams, suppliers, carbon reporting, policy, evidence and continuous improvement.
- Established governance rhythms including sustainability roundtables and committee actions; maintained evidence, templates, reporting and improvement pathways and helped embed sustainability into supplier selection and project decision-making.
- Led or supported sustainability reporting, client and team education, TRACE / Event Decision data, offsetting, supplier standards and case-study governance, supporting six sustainability case studies in 2025.
- Wrote Chorus' sustainability whitepaper and helped turn internal sustainability capability into external credibility, thought leadership, client conversations and industry recognition.
- Formed part of Health & Safety governance, drove policy and training activity, and brought a practical risk lens to office, project and supplier decisions.

Marketing, communications and external representation

- Owned elements of marketing operations and content governance alongside core business operations, building approval trackers, planning rhythms, case-study workflows and clear ownership across leadership, creative and design.
- In H1 2026, structured social scheduling delivered an 84% publication rate (32 of 38 planned posts) and 47,565 combined LinkedIn and Instagram organic impressions / views with zero paid spend.
- Project-managed a business rebrand and supported website development, PR, industry awards and thought-leadership activity; in 2025 contributed to five trade articles, four speaking opportunities, three judging opportunities and 13 industry events.
- Represent Chorus externally on culture, sustainability and operational practice through panels, moderation, industry events and professional networks.

EARLIER EXPERIENCE - FULL EVIDENCE

Isaac Julien Studio | London & Santa Cruz

PERSONAL ASSISTANT TO DIRECTORS & STUDIO MANAGER | 2019 - 2020

High-discretion executive and studio support to internationally recognised artist Sir Isaac Julien and his business partner across professional and personal affairs, international projects and a fast-moving multidisciplinary studio.

- Managed an exceptionally complex diary spanning exhibitions, appearances, travel, meetings and personal commitments, protecting senior time while keeping changing priorities moving.
- Coordinated international travel and logistics across the United States, Europe and Asia, including exhibition-related schedules, appointments and multi-party arrangements.
- Acted as a connective point across exhibitions, archive, academic and curatorial workstreams, helping different parts of the studio maintain visibility of projects, tasks and dependencies.
- Managed sensitive and confidential information and correspondence with discretion in a high-profile creative environment involving artists, curators, institutions, academics and production partners.
- Supported exhibition, publication and project logistics while maintaining day-to-day studio flow in an environment with competing deadlines and multiple external stakeholders.
- Recognised by a senior colleague for creating greater flow between operational areas while managing an "immensely challenging" diary with excellence.

Serpentine Galleries | London

PERSONAL ASSISTANT & PROJECTS ASSISTANT TO HANS ULRICH OBRIST | 2016 - 2019

Executive and project support to one of the world's leading curators within a major contemporary art institution, combining close-proximity assistance with international cultural programming and cross-department coordination.

- Managed executive support around a highly active programme of exhibitions, interviews, publications, talks, travel and collaborations involving internationally recognised artists, cultural leaders and institutions.
- Coordinated logistics for talks, events, meetings and international collaborations, balancing institutional processes with a fast-moving and highly networked executive schedule.
- Maintained correspondence, research materials, project documentation and follow-up across multiple concurrent creative and editorial workstreams.
- Supported development and coordination of exhibitions, publications and interviews, working across curatorial, production, communications and administrative teams.
- Built the judgement, anticipation and stakeholder sensitivity required to protect a senior leader's time while keeping complex cultural work moving behind the scenes.

Freelance / Independent Portfolio | London & Remote

EXECUTIVE ASSISTANT, OPERATIONS CONSULTANT & PRODUCER | 2013 - 2021

Project-based and retained work for founders, entrepreneurs and SMEs across creative, professional-services and digital businesses, including periods alongside employed roles. Work combined executive assistance, operations, project delivery, systems, communications and digital problem-solving.

- Designed practical operating systems, workflows and digital infrastructure for small businesses that had grown organically and needed clearer processes, ownership and follow-through.
- Provided founder and executive support across diaries, travel, stakeholder communication, proposals, documents, follow-ups, research and shifting business priorities.
- Helped founders translate emerging ideas into executable actions, direction and structure, moving comfortably between creative, commercial and administrative work.
- At Threshold, worked as Executive Assistant and Producer across planning, administration, communications, logistics and delivery; during the pandemic helped convert in-person workshops into webinars and online delivery, supporting rapid business adaptation.
- For Claire Adler Luxury PR, supported smooth business operations through technology troubleshooting, written content and press relations during high-demand periods.
- Built and managed websites / CMS and social-media or marketing infrastructure for small businesses, combining technical confidence with clear communications and practical implementation.
- Selected clients include Threshold, GlocalMe, Self-Build Success, Atonik Digital, Ravenscourt Dental and Claire Adler Luxury PR.

Monster Queen | London

CO-FOUNDER | 2018 - Present

Independent LGBTQ+ cultural event series built around inclusive nightlife, artist collaboration and community.

- Co-founded and developed the concept, brand and community, combining creative direction with practical event operations and long-term audience engagement.
- Manage artist programming, venue and partner relationships, event production, logistics, marketing coordination and community experience.
- Operate across creative and commercial constraints while protecting the identity, safety and experience of the community.

SELECTED EVIDENCE, RECOGNITION & DEVELOPMENT

Chief of Staff readiness assessment via eavolve - March 2026

- Scored 256/300 and was placed in the "Operating at Chief of Staff Level" band.
- Strongest area was Influence Without Authority, with full marks; capability pattern described as "Structural Intelligence".
- Assessment reinforced an existing progression from executive support into cross-functional organisational leadership, while identifying commercial confidence and strategic assertiveness as continuing development areas.

Personal and organisational recognition

- Culture Champion of the Year - Office Management Awards (2024).
- Power 50 Green Champion - micebook / isla (2023).
- Contributed to Chorus being recognised in The Sunday Times Best Places to Work (2023).
- Contributed to Chorus being named in the Power 30 Most Sustainable Agencies UK for two consecutive years.

Selected speaking, moderation and industry contribution

- CHS Leeds - Work Life Blend Panel and Day in the Life Leadership Talk (2022, 2023).
- Love-Life Live Well Podcast - Culture and Work Life (2023).
- CN Sustainability Summit - Sustainable Stakeholders Panel (2023).
- isla Members Transform Event - Panel Moderator (2023).
- CVENT Connect - Rise of Centennials (2024).
- Event Sustainability Live - Sustainability Action Report presentation (2024).
- EPS / Onboard:Earth - Sustainable Travel Panel (2026).

Systems and technical toolkit

Monday.com (including bespoke People World HR system) | HubSpot CRM | Plumm | Microsoft 365 | Teams | Google Workspace | Timesheet Portal | TRACE | Event Decision | CMS / website platforms | pitch.com | social scheduling and content governance | AI productivity tools and responsible-use frameworks

Selected professional development

- Mini MBA for Executive Assistants, Your Excellency (2023).
- Mental Health First Aider, MHFA England (2022).
- The AI Edge: Tools to Transform Your Potential, C&C Academy (2026).
- Associate Member, Institute of Administrative Management (2023).
- Management of Health and Safety for Live Events, Hornersalus (2022).
- Exec PA 360 Certification, C&C Academy (2021).

Education

- BA (Hons) Advertising, PR & Marketing Communications - 2:1, London Metropolitan University.
- BTEC National Diploma in IT - DMM, Gloucestershire College.