

## Johnny Englishby, My Milton Keynes BID

Initially training in lighting design and technical theatre and captivated by the excitement of 'experience' marketing, I enjoyed nine years working in live entertainment before entering the BID industry in Autumn 2018. Joining the My Milton Keynes team as we launched an all-new brand, a bespoke mobile app with Artificial Intelligence features, and several milestone projects has been an astonishing introductory year.