

Hagai Lazar

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Global Director, Production & Creative Operations

Creative and commercially minded senior leader with over a decade of experience in global sports media, shaping video content and scaling production across editorial, branded and social platforms. Built, led and developed high-performing teams across the UK, US and Brazil, with a track record of driving commercial growth and operational excellence within budgets of up to £2m. Combines hands-on production and creative direction with strong leadership, and is known for building rapport across cultures, mentoring and energising teams.

CORE COMPETENCIES

Team Leadership & Development | Creative Direction | Operational Excellence | Content Strategy
Video Production & Post-Production | Stakeholder Management | Commercial Partnerships
Workflow Optimisation | Budget Ownership | Vendor & Licensing Negotiation | Resource Planning

PROFESSIONAL EXPERIENCE

Minute Media, London

Global Director / VP, Global Video Production

JUNE 2014 – OCTOBER 2025

Promoted through leadership roles within Minute Media, a global media company specialising in sports content. Originally appointed to establish and lead the in-house video department before taking responsibility for global production operations as the business expanded across multiple international markets.

- Managed global production and post-production teams with budgets up to £2m spanning CapEx and OpEx, with full P&L ownership and £750k in annual cost savings through vendor negotiation and resource optimisation.
- Led cross-functional projects across editorial, sales, marketing and external partners, managing senior client and brand relationships to deliver integrated campaigns and commercial content partnerships across global markets.
- Managed and developed production teams across markets, mentoring staff, supporting multiple internal promotions and maintaining standards.
- Played a key role in the company's transition from a single-brand operation to a multi-brand global business, supporting content and commercial growth across multiple markets.

Key achievements

- Built and led international production teams across the UK, US and Brazil, growing from sole contributor to nine direct reports, managing a blend of permanent staff and freelance production resources.
- Led the scaling of Minute Media's production operation as the business expanded globally, developing new workflows, resourcing models and infrastructure.
- Developed and delivered editorial and commercial projects for major brands like Sony, Kia and EA and sports properties including FIFA World Cup, UEFA EURO and Champions League.
- Established the company's in-house video function during its start-up phase and delivered some of its earliest monetised video content, helping develop video into a commercial revenue stream.
- Delivered a full in-house studio build-out, specifying and implementing the tools and systems needed to support team productivity and production requirements.
- Supported diversity and inclusion initiatives through internal leadership groups and team engagement.

Earlier career included a broad mix of creative and production roles across the broadcast television industry, music and soundtrack supervision, freelance editor/director on promos, documentaries and prime-time series, and production management/support roles.

TECHNICAL SKILLS

Post-Production: Adobe Creative Suite | Avid Media Composer | Final Cut Pro | Frame.io | LucidLink

Project Management: Monday.com | Asana