

Shane McCracken

Shane's career travelled through sales promotion, advertising and publishing before he set up Gallomanor/Mangorolla in 2001 to create community conversations.

His background in marketing and digital skills have allowed him to create a range of innovative and effective online engagement projects and to work with high profile clients on both digital and physical campaigns.



Since 2003 he has been running online, student-led enrichment activities connecting schools with politicians, scientists, engineers, healthcare workers and one astronaut.

Education:

School in UK and abroad

BSc(Hons) Business Administration, Bath University, 1992

Positions Held:

Director of Gallomanor Communications, since 2001

Executive Director, Mangorolla CIC, since 2016

Treasurer of Science Is Vital campaign, 2011 - 2018

Chair of Governors, Fitzmaurice Primary School, 2013 - 2017

Biography:

Shane's childhood was spent travelling the world, moving every 3 years to follow his father's work. Belgium, South Africa, Sweden and India were covered before returning to the UK.

Despite a love of science at school, Shane studied Business Administration at undergraduate level. Education turned to employment in an award winning sales promotion agency working on a range of products including white goods and pregnancy tests. Poached by a client from his next job, he joined VNU, a large publisher of computer magazines where he was the launch marketing manager for ComputerActive magazine, which revolutionised the sector with a combination of plain english, low price and relevant content.

Moving on Shane joined a TV production company as MD with the aim of raising venture capital in the DotCom boom. After a year of business plan writing and pitches it was acknowledged that the boom was over, and he left to set up Gallomanor in September 2001.

Since then Gallomanor has focused primarily on online engagement projects with occasional diversions to attend global summits. The online engagement projects have included I'm a Councillor, Get me out of here, LifeSwap, I'm a Scientist, Get me out of here, I'm an Engineer, Get me out of here & I'm a Scientist, Decipher my Data.

Divergent projects have included taking 50 bloggers from around the world into the G20 Summit in London, devising a digital campaign strategy for the Robin Hood Tax Campaign and training the first bloggers from DfID.

Over the years Shane has gained much experience in running online projects and in dealing with varied project stakeholders. The majority of this experience has been in STEM and government.