



Stewart McCure

Stewart has Bachelor's degrees from the University of Technology, Sydney in Business (Marketing & Advertising) and from the University of Sydney in Arts (English & Australian Literature). After working in marketing for Unilever and Coca-Cola Amatil, Stewart began working with improvisational actors to explore communications issues with corporate audiences and founded two companies, Dramatic Change and Instant Theatre. With these businesses Stewart has worked with groups as diverse as shire engineers, consulting physicians, meetings specialists and senior members of international banks.

Since 1998 Dramatic Change has worked solely in the global health care arena and Stewart spends his time consulting on strategic communication issues to pharmaceutical companies in Australasia, Europe, the United Kingdom, North America, Asia and the Middle East. Dramatic Change's methodologies are in use in over 60 different countries around the world, in every conceivable therapy area including specific projects such as helping to develop an ethical framework for marketing HIV medicines in South Africa. In Australia he worked on customer service issues with Westmead Hospital in Sydney, toured Australia discussing doctor-patient communications issues with doctors on behalf of the University of NSW School of Medical Education. Since 2005 Stewart has been based in London.

Instant Theatre was a Sydney-based corporate theatre company founded in 1990 that employed performance improvisation to explore interpersonal communications issues in an entertaining, impactful and engaging stage performance to a vast array of clients including British Airways, Nestle, Westpac, Macquarie Bank and Sun Microsystems. Instant Theatre left audiences laughing, thinking and talking long after the event for well over ten years. Instant Theatre's actors wowed audiences from every business sector and in every state of Australia with scripted, semi-scripted and entirely improvised formats. Stewart has also written many actor-driven scripts for live performance and for corporate videos as well as the occasional speech for senior management of various companies.

Stewart is also a producer, director and performer of improvised comedy. He was involved in a range of shows in Sydney theatres and pubs for over 13 years. The 2002 and 2004 Sydney Theatresports champion, Stewart was also the director-

producer of *Improv at the Fringe*, *Hopetoun Improv*, *The Funny Side of Sex & Crime*, *The Newstand* and *Scenes from Communal Living*. He has acted as an improv consultant for the Sydney University Dramatic Society and the Oxford Imps and for a *Midday Show* segment where he performed with Ewan Campbell and Jay Laga'aia.

In 2009 Stewart produced and directed *Scenes from Communal Living* for a run of 34 performances at the Etcetera Theatre in London and three weeks at the Edinburgh Festival. He was also co-producer of a new Sydney run of the show, directed by Marko Mustac that ran simultaneously with the London version. In 2010 a new cast performed the show at the Australian *Improvention*.

Stewart has performed improv across Australia and in Seattle, Calgary, Toronto, New York, Los Angeles, San Francisco and Boston. In London he was a cast member of the *50-Hour Improvathon* (2010) and is an occasional performer with the legendary *Grand Theft Impro*.

Stewart has written comedy for television for *The Footy Show*, *Bullpitt!* and *Out of This World* as well as a humorous Internet-based column for Next Media's *The Scoop*. He has performed stand-up comedy throughout the UK, including five different shows at the Edinburgh Fringe, and in the US, Canada and Australia. Once upon a time Stewart was an undercover actor for an *A Current Affair* story on a bogus hypnotherapy school.

From 2000 until 2007 Stewart was also the Marketing Director of a small beach resort in Far North Queensland, generating local, interstate and international clientele.

Stewart is also author of *The Two Minute Window*, a how-to guide for modern pharmaceutical selling.