



— DAVID LLOYD-LEWIS · CV V2026

David Lloyd-Lewis

Senior Product & Innovation Leader

A decade of award-winning documentary filmmaking taught me how human stories drive decisions. I built Folktale to do that at scale. As Co-Founder and CPO, I own product vision, make infrastructure decisions, and lead engineering, design, and operations toward one goal: turning lived experience into intelligence organisations can actually use.

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— THE HEADLINE

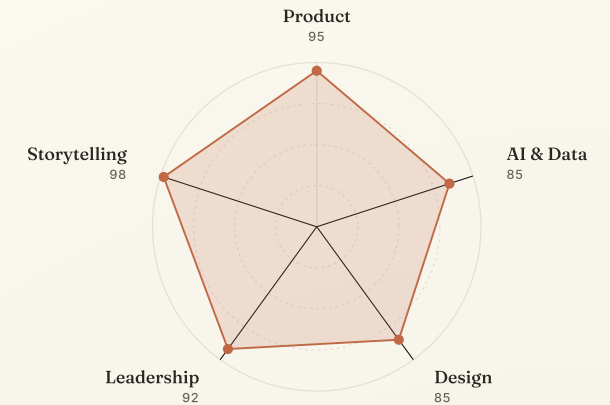
8+ YEARS

building zero-to-one products in some of the world's most complex sectors.

- 01 Decisions hide behind clean metrics.**
Too many critical calls are made on numbers that obscure lived experience. My job is to close that gap with integrity, clarity, and commercial viability.
- 02 Calm systems beat clever ones.**
I turn ambiguous, high-stakes problems into platforms that accelerate learning without oversimplifying reality.
- 03 Trustworthy AI is operational AI.**
Especially where decisions carry social and financial risk. Shape AI to be practical, auditable, and human-aware.

✦ SKILLS

RADAR OF CAPABILITY



📅 EXPERIENCE

- Feb 2016** → **Now**
Folktale CO-FOUNDER & CHIEF PRODUCT OFFICER
Lead product strategy, AI development, and platform architecture for an insights system that connects stories, data, and context across programs.
- Jan 2018** → **Dec 2018**
Poplabs CO-FOUNDER
Incubator for creative businesses using storytelling to drive social impact.
- Feb 2012** → **Dec 2021**
TheStoryBoxes PRODUCER & CHIEF CREATIVE OFFICER
Impact entertainment company producing and incubating human-centred content. Connected creatives, capital and audiences.
- Jan 2011** → **Jun 2013**
St Vincent de Paul Society QLD DIGITAL COMMUNICATIONS
Strategy and implementation across digital comms and content marketing for Vinnies Stores, CEO Sleepout and other pillar brands.
- Jan 2001** → **Jun 2012**
Griffith University SESSIONAL STAFF
Tutored Broadcast Journalism, News & Current Affairs Production, Music Video Production.
- Jan 2000** → **Dec 2010**
Pixel Vandal Studios PRODUCER (FREELANCE)
Writing, production and editing of TVCs, music videos, corporate video and graphic design.

🎓 EDUCATION

Griffith University
Bachelor, Communications
1999 – 2003

Academy Xi
Product Management
OCT 2022

Coursera · Google
UX Design Certificate
JAN – MAR 2022

🏆 RECOGNITION

- Good Design Award
- BEfest Mumbrella Branded Content Awards
- Mumbrella Branded Entertainment Awards · Best Non-Fiction