



Shine a light on Team Pink

Kelly Pugh, Account Executive

How long have you worked at Toolbox?

Just over a year now!



What made you choose a career in placemaking?

A few years ago, I didn't even realise placemaking was a defined field... or at least, I wasn't aware of all the strategy and thought that goes into it! Now, I love visiting a destination and seeing it through a new lens, understanding the purpose behind every detail. It's incredibly rewarding to know the impact of these elements on people's experiences and the vibrancy of a place.

"It's incredibly rewarding to know the impact our work has on people's experiences and the vibrancy of a place."

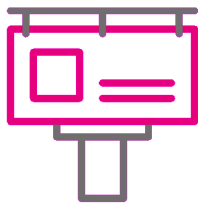


Tell us about your role and why it is important:

My role as an Account Executive is to provide vital support to the account management team in every aspect of what we deliver, whether it's managing projects, coordinating campaigns or ensuring everything runs smoothly behind the scenes. Our work is truly collaborative—account executives and account managers work hand in hand, each bringing unique strengths to the table and relying on one another to turn ideas into reality and ensure the success of every project we take on!



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What has been your most memorable moment at Toolbox so far?

Ooh... there are so many memorable moments! However, one that truly stands out is collaborating with influencers across multiple centres. It's such an exciting experience to have the creative freedom to dive into what we're passionate about, experiment with bold ideas, and watch them come to life in impactful ways! Seeing the finished artwork from photo shoots featuring the influencers displayed in situ is the cherry on top – it's so rewarding to see the final product making an impact in real life!



What's your favourite destination?

I recently joined a Revo study tour at Broadgate in London, and it was great! The mix of versatile spaces makes it an ideal spot for work, leisure, and everything else too - a destination that has it all.



What fictional place would you like to visit and why?

The Shire from The Lord of the Rings - it's such a cosy place! Plus, who wouldn't want to live a joyful life with hobbits?

What is your prediction for the next year?

In 2025, I wouldn't be surprised if in-store shopping out paces online! There's a growing trend of people craving real-life experiences and connections, and that could bring more shoppers back to physical stores.

Which do you prefer to do:

Shop, Dine, Watch, Play or Experience

SHOP - I live in the city centre of Norwich, and I'm a 5-minute walk from both of the shopping centres here. Dangerous!



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