

A person wearing a yellow helmet and gear is rappelling down a dark, rocky cliff face. A red rope is visible extending from the person towards the right. The background is a dense, lush green forest.

# GARETH LEAH

P R O D U C E R X D I R E C T O R

BEYOND THE ORDINARY

# GARETH LEAH

Hailing from humble beginnings in the UK, I am driven by curiosity and dedicated to the pursuit of creating human-driven media experiences. I have earned a reputation as a dynamic individual who thrives on innovation and my successes have been deeply varied: leading expeditions into unknown jungles of Africa for the worlds largest sports brand, curating strategic political campaign media for one of Latin America's biggest cities, bringing to life a book documenting a climbing counter culture inside the worlds capital, coordinating multi-million dollar fashion shoots for challenging international clients, collaborating with Olympic sports facilities to construct giant installations, and dreaming up the "impossible" for RedBull's Rampage series.

With an emphasis on original content, my best work has been built on a foundation of collaboration with people who share my passion and focus, and that understand the reward of creating something truly original, doesn't often come without the risk of trying something new.

In 2017 I founded "Well Good™ Productions" , a production company based in Salt Lake City whose focus is creating narrative driven sports content. My portfolio includes work alongside brands and networks such as RedBull, Youtube Originals, Peacock, Facebook, STX, Adids, Mammut, and Mountain Hardwear to name but a few.

**we** **ll**  
**go** **o** **d**™



**SIGNAGE**  
**CURATION**  
**ADVERTISING**  
**PRODUCTION**  
**PHOTOGRAPHY**  
**BRAND STRATEGY**  
**PROJECT MANAGEMENT**  
**CONCEPT DEVELOPMENT**  
**EXPEDITION PLANNING**  
**DRONE PILOTING**  
**ART DIRECTION**  
**ILLUSTRATION**  
**PACKAGING**  
**ANIMATION**  
**WRITING**  
**EXPORT**

## THE WORKFLOW

# My Approach



### RESOURCEFUL

If 13 years in media has taught me anything, it's that even with the best planning in the world, sometimes, things just don't go to plan. When things get tough, and the project's success hangs in the balance, I know that intuition and resourcefulness are vital to keeping projects moving and budgets on track.

### OPEN & APPROACHABLE

Existing within an ever-changing media environment, for me, it's important to be approachable and receptive to the rest of the team. In doing so, I find team dynamics are much stronger, mistakes are fixed sooner, and productions run smoother. The positive bi-product of this approach is that by empowering creative hires to do what they do best, we produce better content.

### BUDGET ORIENTATED

Whilst I wish every client had a unlimited budget, more often than not, that isn't the case. Being in tune with the project budgeting goals is an area in which I am well attuned. Deploying financially smart and alternative solutions when the need calls for it.

### ONLY EPIC

I believe that if you're going to do anything, you should give it everything. Combining individual team member strengths and collaborative insights, My approach to media is best defined by my phenomenal teams and eye for a good story. Bringing together industry-leading creatives and athletes who's style and philosophy combine to produce spectacular results.

~~**Dull**~~

~~**Cliche**~~

~~**Repetitive**~~

~~**Fabricated**~~

~~**Expected**~~

~~**Forced**~~

ANTI-TONES

**Bold**

**Intriguing**

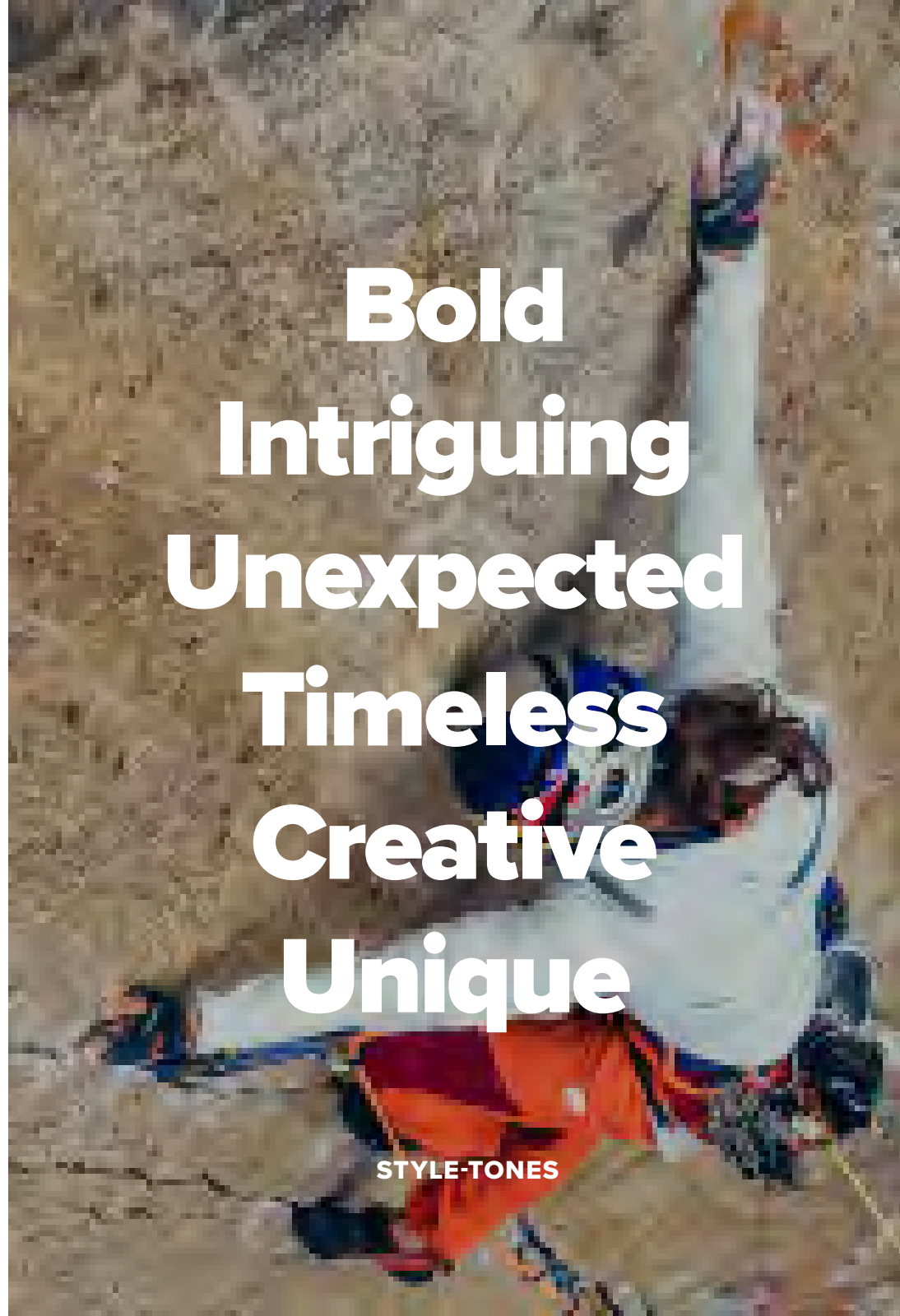
**Unexpected**

**Timeless**

**Creative**

**Unique**

STYLE-TONES



A high-angle photograph of a rock climber on a steep, textured rock face. The climber is wearing a red shirt, blue pants, and a green helmet. The rock is light-colored with dark cracks and shadows. The text is overlaid in the center-right of the image.

**“IF YOU’RE GOING  
TO DO ANYTHING,  
GIVE IT EVERYTHING”**

**- MY PHILOSOPHY**

**Gaz Leah establishing the first ascent of “God Smack” 5.13, Little Cottonwood Canyon**

BRANDS I WORK WITH

# Client Roster





# Director x Producer

## WELL GOOD PRODUCTIONS

Many people in the media world have arrived at their position through a linear career path. My path on the other hand, has been bolstered with diverse experience. Whilst possessing the necessary network, creative know-how, and organizational skills that Producers require, I am also a Photographer, DoP, and graphic designer. Thanks to a varied career as an certified arborist, cell tower technician, computer tech, mechanic, published copywriter, rigger, set builder, mountain guide, scuba diver, paraglider, drone and helicopter pilot - I am able to pull knowledge from different worlds and understand where the line between possibility and reality meet.

Difficult to access locations are my specialty, and I have a knack for finding unique locations that captivate the imagination and set the stage. I have been fortunate to travel extensively, producing shoots in countries including France, Spain, Portugal, Switzerland, Morocco, Gibraltar, Oman, Mexico, Costa Rica, Norway, Sao Tome, Brazil, Argentina, Japan, UK, and the U.S.A.

Born of a fashion background, I was fortunate to work hand-in-hand with some of the world's most phenomenal creatives. Mario Sorrenti, Philipp Haemmerle, Annie Leibovitz, and Grottesque have influenced and sculpted my creative outlook, driving me to push my creative concepts harder, to resonate deeper and impact greater. Unsatisfied with less than my greatest effort, I am in constant search for that extra story element that is beyond the ordinary, and binds the narrative to bring the story to life.

Some of my recent highlights are creative producer of the winning image for the 2021 Red Bull Illume competition alongside Will Saunders, opening a media studio "[The Midnight Corner](#)", leading the creative for Red Bull Rampage 2022 development, and Episode Producer and DoP for Orlando Blooms upcoming series "To the Edge".

### REFERENCES

[Instagram](#)  
[Website](#)  
[Vimeo](#)

### RELEVANT LINKS

[Gaz Leah](#)  
[Well Good Profile](#)





# Explorer

## INTERNATIONAL

I have dedicated much of my life to venturing the places that few, or no one has ever been previously. Whether it's into the impenetrable Jungles of Africa, crossing the sun-baked deserts of the Middle East or navigating the treacherous Alpine Valleys of Patagonia. Along the way, i've established new routes and climbed the classics on the most striking faces around.

### Expeditions

[FA Ao Ao, Pico do Itabira, Brazil | 5.13c A2 \(8a+\) , 308m](#)

[FA Soft Hammer, Patagonia, Argentina | 5.11d/A1, 310m](#)

[FA Bayan Massir, Jebal Misht, Oman | E5 6a \(5.11b x\) , 1045m](#)

[FA Nubivagant, Pico Cao Grande, Sao Tome | 5.13d \(8b\) , 455m](#)

[FA El Son del Viento, El Diente, Mexico | 5.12+ \(7c+\) , 420m](#)

[FA The Life You Can Save, Huasteca, Mexico | 5.12+ \(7c\) , 350m](#)

[REPEAT Logical Progression, El Gigante, Mexico | 5.13a \(7c+\) , 1000m \(Password : WS\)](#)

[FA No Mi Chingues, Huasteca, Mexico | 5.14a \(8b+\)](#)

[FA Godsmack, Little Cottonwood Canyon, USA | 5.13a \(7c+\)](#)

[FA Golden Eagle Feather, Wind River Range, USA | 5.12c \(F7b+\)](#)



I set an annual goal to undertake one expedition and return with a story of adventure, adversity, science, and social impact.

### REFERENCES

[Sterling Ropes](#)

[Redbull](#)

[Backcountry.com](#)

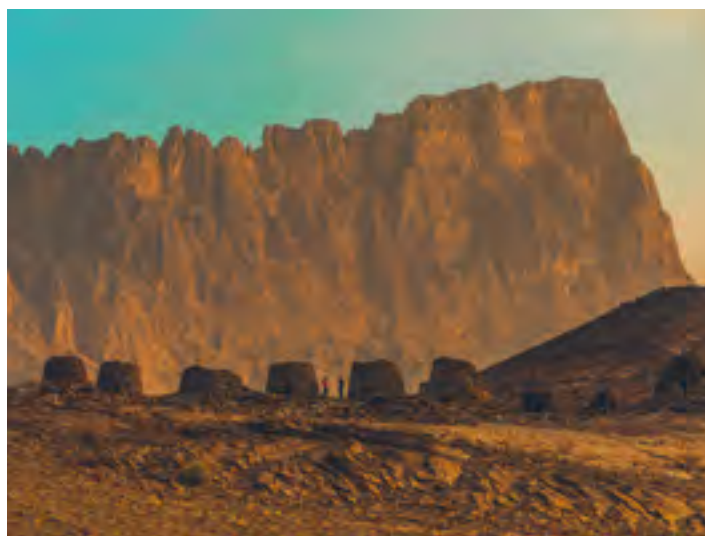
### RELEVANT LINKS

[Athlete Profile](#)

[Redbull.com](#)

[Backcountry.com](#)







# Photographer

## IMAGES FROM THE EDGE

I've always found myself in the company of talented people. Friends who I would share free time with also happen to be some of the best athletes in the world. It would be sacrilege to be surrounded by so many incredible people, and not develop the skills required to hold those moments for a lifetime.

Mentored through my observations working alongside legendary fashion photographers such as Cedric Beauchet, Mario Sorrenti, and Annie Leibowitz. As well as years assisting Red Bull Illume winner and best friend, Will Saunders. I've developed my own style of original composers and tones that aim to capture the beauty of people and the environments in which they flourish.

My specialty is capturing images from the edge, and I have spent a lifetime developing the skills required to flourish in these environments. Whether it's land, air, or sea; I am able to navigate the unique challenges each environment presents and capture images that attempt to bring the observer into and that moment with us.

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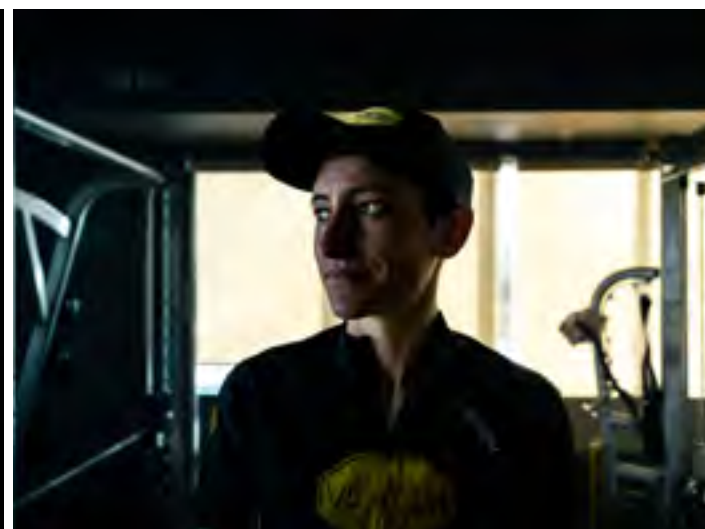
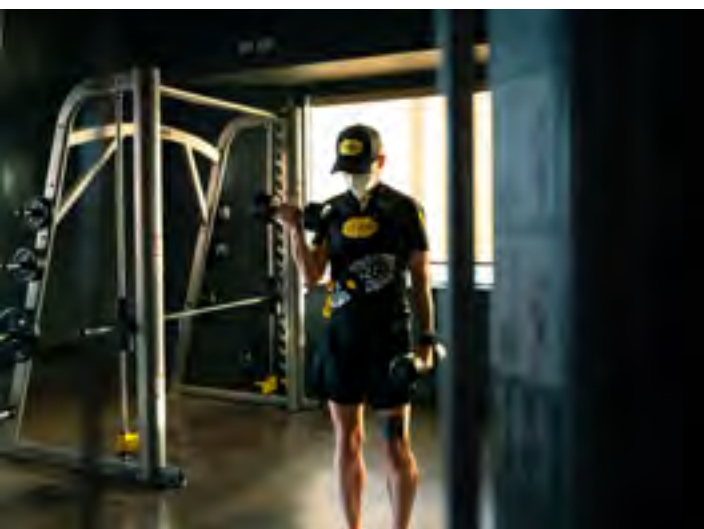
## REFERENCES

[Gallery](#)

## RELEVANT LINKS

[Portfolio](#)





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good

# THANK YOU

Gareth Leah (718) 536 4770  
gaz@wellgoodproductions.com  
@wellgoodmedia @gazleah  
www.wellgoodproductions.com