break
the
mould.

james sherwood-smith.

Sports Presenter. Live Event Host. Social Impact Facilitator.

About James



James' versatile, experienced hosting has connected global fans across the worlds of F1, NBA, NFL and more. He's also the regular voice in the fanzone and pitch-side for his beloved Charlton Athletic. James has partnered with leading brands to bring their stories to life — including Dell Technologies, Vodafone and Ladbrokes — while also fronting social-impact work for organisations such as Travis Perkins, National Geographic and MADE Training.

Showreel: https://youtu.be/NL2pIwjMtGY

AS SEEN WITH

AMG · DELL Technologies · vodafone · PUMA · GOAL · CISCO · NOKIA · Disney · UEFA









> *"James is a true professional and natural behind the microphone. His charm and enthusiasm made every show thoroughly enjoyable to not only listen to, but to work on as well."*
>
> **— Ben Anson, Sky**

Where you'll have seen James

01 · Motorsport

Expert host, trackside

Expert Suite Host at the Abu Dhabi Grand Prix (ADNOC/Wasserman), Expert Host for the CL25 McLaren partnership at Cisco Live, and presenting for a Mercedes-Benz Formula One event.

02 · Football & Sport

Charlton Athletic & beyond

Pitch-side and fanzone host for Charlton Athletic, MC for the Edgbaston Cricket World Cup (ECB/SBEM), and host of UEFA Backseat Pundit for the Europa League.

03 · Brand & Tech

Product launches & campaigns

Lead Presenter for Dell Drive Club (Dell Technologies), Co-Host of Tech Busters for Vodafone UK, and lead presenter for Carmoola on YouTube.

04 · Social Impact

Education & community work

Host of National Geographic Educational content (ITN Productions), fronting work for Travis Perkins, and a facilitator/trainer with MADE Training.

Highlights

2026	Pitch-side & Fanzone Host, Charlton Athletic
2025	Expert Suite Host, Abu Dhabi Grand Prix — ADNOC/Wasserman
2025	Lead Presenter, Carmoola — YouTube
2025	Expert Host, CL25 McLaren Partnership — Cisco Live
2024	Lead Presenter, Dell Drive Club — Dell Technologies
2023	Co-Host, Tech Busters — Vodafone UK
2022	Host, International Ocean Film Tour — Moving Adventures
2022	Host, National Geographic Educational — ITN Productions
2019	MC, Edgbaston Cricket World Cup — ECB/SBEM
2018	Host, UEFA Backseat Pundit — UEFA/Europa League