



LUCY MAGEE

**SPECIALISING IN: SO YOU WANT TO BE A PRODUCER | THE BUSINESS OF SHOW BUSINESS | ACTING THROUGH SONG |
MUSICAL THEATRE | AUDITION PREP**

Lucy Magee is a distinguished theatrical producer and the CEO of West End Worldwide, a multi-award-winning company based in Dubai. With over two decades of experience, Lucy has produced more than 50 acclaimed plays and musicals across the Middle East, including *The Sound of Music*, *The Woman in Black*, and *High School Musical*.

Originally from the UK, Lucy trained as an actress before transitioning into producing. In 2004, she co-founded Popular Productions with John Payton, producing over 30 major productions and tours in the Middle East. Her work has been seen in London, Dubai, Abu Dhabi, Bahrain, and Doha, earning multiple accolades, including the Timeout Nightlife award for Best Theatrical Production for *The Sound of Music*.

In addition to producing, Lucy has served as an entertainment consultant and creative director for high-profile events, including her role as Associate Project Director for Dragone and Creative Producer for the Opening Ceremony of Abu Dhabi Finance Week at Emirates Palace and Blockchain World at ADNEC. In 2022, she won the MESE award for 'The Best Use of Technology' for the Helicon XR Studio. In 2025, she was awarded **Entertainment Manager of the Year** at the TPMEI Awards, recognizing her outstanding contribution to live entertainment in the region.

Lucy is dedicated to bridging cultures through the arts and showcasing the dynamic creativity of the Middle East on a global stage.

