



Founder, The Content Operators

Tom Sharman

The operator behind top 1% creators. Twelve years in the creator economy. 2 billion views.

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The numbers

- Sam Stoffel, 0 to 500,000 followers in 10 months.

- 47,563,094 views on one Niko Omilana video, I Pranked America's Most Racist Man.
- 134,562,641 views across Niko Omilana's 7 videos.
- 720 videos in the library.
- 5,564 Instagram followers, @tomsharman, 25 October 2026.

Bio, short

Tom Sharman has worked with Top 1% creators taking them from solo operators into media businesses. He has built the strategy, systems and teams behind the likes of Niko Omilana, The Burnt Chip and taken entrepreneur Sam Stoffel from 0 to 500,000 followers in 10 months. His work has produced 2B+ views. Available for consultancy, strategy and fractional Head of Content roles.

Bio, medium

Tom Sharman is the operator behind some of the UK's biggest creators. He co-founded New Waves, Who Dis?, where he ran production for Niko Omilana, built the strategy, systems and teams behind The Burnt Chip, and took entrepreneur Sam Stoffel from 0 to 500,000 followers in 10 months. He's been Head of Content for Secret Leaders, Stoffel Media Group and Heath Media, and his work has produced over 2 billion views. These days he runs his own business, The Content Operators, a consultancy and agency that works with creators, entrepreneurs and brands to help them level up. He talks about building a personal brand, working with the biggest YouTubers in the world, and the systems behind the top 1%.

Bio, long

Tom Sharman has spent twelve years working behind the camera in the creator economy. He's the person top creators bring in when they're ready to stop being a solo operator and start running a media business.

He co-founded New Waves, Who Dis?, where he ran production for Niko Omilana, including a single video at 47,563,094 views. He built the strategy, systems and teams behind The Burnt Chip, and took entrepreneur Sam Stoffel from 0 to 500,000 followers in 10 months by rehiring the whole team, finding three formats and building a system that published three times a day. He's been Head of Content for the Secret Leaders podcast, Stoffel Media Group and Heath Media. Before that he co-founded Clash of Creators, a YouTuber boxing event that raised £12,754 for Mind, and worked as YouTube Manager for Katie Price. His work has produced over 2 billion views.

Now he runs his own business, The Content Operators, a consultancy and agency that works with creators, entrepreneurs and brands to help them level up. He co-founded Big Break Agency in August 2026 and hosts a fortnightly content webinar for HelpBnk.

On stage he covers three things: building a personal brand from zero, what it's really like working with the biggest YouTubers in the world, and the systems that let anyone think, feel and act like the top 1% of creators. Expect real numbers and real stories from the edit suite.

Case studies

- **Sam Stoffel.** 0 to 500,000 followers in 10 months, mainly Instagram, then TikTok. (Tom supplied.)
- **TheBurntChip.** 8 of 12 of the channel's top 12 videos. 52,004,088 views across 27 videos. (Tom supplied.)
- **Niko Omilana.** 47,563,094 long form views on I Pranked America's Most Racist Man.
- **Niko Omilana and JiDion.** 78,000,000 views across The Biggest Menace, 7 parts. (Tom supplied.)

- **Ben Heath.** Number one trending money community on Skool, and sixth trending globally. (Tom supplied.)
- **Secret Leaders.** Number 2 in the UK Business podcast charts, behind The Diary of a CEO. (Tom supplied.)
- **38 Entertainment Group.** First in-game shirt sponsorship in FIFA history, Duracell x Ellevens.

Speaking

Topics: Building a personal brand from zero; Working with the biggest YouTubers in the world; The systems to think, feel and act like the top 1% of creators.

1. **The person behind the creator: what the top 1% hire, and in what order.** Every big creator reaches the point where they stop being the whole business. Tom has held that seat for Niko Omilana, The Burnt Chip, Sam Stoffel and Secret Leaders, and this talk goes through who they hire, when, and what each person actually owns. Founders and creators leave with the first three hires that move them from solo operator to media business.
2. **Think, feel and act like the top 1%: the system behind the biggest creators.** The top 1% don't post more. They run a system: formats that repeat, a cadence the team can hold, and a feedback loop that tells them what to kill. Tom breaks down the operating system he builds for clients (short form first, LinkedIn only gets proven winners, YouTube last) so the 99% can run the same thing with a smaller team.
3. **Nobody cares about your story: building a personal brand from zero.** People online are selfish, so lead with what they get. Using the Sam Stoffel rebuild (zero to 500,000 followers in 10 months), Tom shows how to find the unrepeatable thing in a founder's history, give it a mission and an enemy, and turn it into formats people come back for. Practical for founders who hate the idea of "doing content".
4. **Inside the biggest channels in Britain: what working with top YouTubers actually teaches you.** Stories and lessons from the production side of Niko Omilana's channel (one video at 47,563,094 views), The Burnt Chip (27 videos, 52,004,088 views) and Clash of Creators. It covers what gets cut, why most ideas die in the edit, and what an entertainment channel can teach a founder about attention. Good as a fireside or panel slot.
5. **Formats beat one-off videos.** One-off videos are a lottery. Repeatable formats are a business. Tom explains how he found three formats for Sam Stoffel that outlived Sam's time at the company, and how to test hooks and formats without wasting a production budget. Fits YouTube, podcast and TV meets creator stages.
6. **Signals before numbers: the first 90 days of a founder's content.** Most founders quit at month three, right before it works. Tom covers what to watch instead of view counts (average views going up, outliers, DMs, named viewers) and the two formats he never puts up for testing. It's a talk for business owners deciding whether content is worth the investment.

Stages and features

- 1 November 2026: World's Biggest Business Competition, fireside with Lara Acosta, HelpBnk and Simon Squibb. Creator track.
- 6 November 2026: How to Make Your Content Stand Out, HelpBnk.
- 2021: JaackMaate's Happy Hour, episode 203: Callum Glanville and Tom Sharman, Clash of Creators founders. Podcast guest.

Press

- The Independent, May 2022: KKK leader YouTube prank, Niko Omilana. <https://www.independent.co.uk/tv/culture/kkk-leader-youtube-prank-niko-omilana-b2080008.html>
- Indy100, May 2022: KKK YouTube prank, Niko Omilana. <https://www.indy100.com/viral/kkk-youtube-prank-niko-omilana>
- JaackMaate's Happy Hour Podcast, August 2021: Callum Glanville & Tom Sharman, Clash of Creators Founders Reveal All (EP 203). <https://open.spotify.com/episode/5H5sHPsEQkewX3elv474F7>
- Dexerto, July 2021: Clash of Creators football event raises huge amount for charity. <https://www.dexerto.com/entertainment/clash-of-creators-football-event-raises-huge-amount-for-charity-with-big-stars-involved-1619750/>
- Clash of Creators, July 2021: Press release. <https://clashofcreators.com/press-release>
- Esports News UK, June 2021: Mason Mount signs as Combat Gaming ambassador. <https://esports-news.co.uk/2021/06/04/mason-mount-combat-gaming-content-series/>
- The Esports Observer, June 2021: Combat Gaming and Mason Mount. <https://web.archive.org/web/20210618030017/https://esportsobserver.com/combat-gaming-mason-mount/>
- Esports Insider, January 2021: Combat Gaming Fortnite charity tournament. <https://esportsinsider.com/2021/01/combat-gaming-fortnite-charity-tournament>
- Esports Insider, December 2020: Ellevens Esports charges up with Duracell sponsorship. <https://esportsinsider.com/2020/12/ellevens-esports-charges-up-with-duracell-sponsorship>
- European Sponsorship Association, December 2020: Duracell to sign as first FIFA 21 shirt sponsor for Gareth Bale's Ellevens Esports team. <https://sponsorship.org/duracell-to-sign-as-first-fifa-21-shirt-sponsor-for-gareth-bales-ellevens-esports-team/>
- BBC Sport, April 2020: Combat Corona. <https://www.bbc.co.uk/sport/football/52192461>
- IMDb: Title credit. <https://www.imdb.com/title/tt27525158/>

Images

Download them all at tomsharman.com/media-kit: tom sharman linkedin banner (3,168 by 792 px), tom sharman portrait 2026 (3,375 by 4,219 px), tom sharman square 2026 (1,920 by 1,920 px), tom sharman x header (3,000 by 1,000 px), and The Content Operators logos.