



+ 44 20 8960 7005
 hello@redmanagement.tv
 www.redmanagement.tv

JAI LUSSER
 1st Assistant Director

Based in London and working worldwide. Dual nationality (UK/Swedish), native English speaker, fluent in Swedish and German. Commercials experience since 2004. Experienced working with cars, tracking vehicles, U-crane, drones, stunts, wire rigs, weapons, sfx, vfx, underwater filming, phantom high-speed, motion control, hidden cameras, single and multi-camera shoots, live events, puppets, dangerous (and not-so-dangerous) animals, professional sports-people, celebrities, musicians, models, non-actors, large crowds, children, babies, robots, beauty and food shoots.

<https://jailusser.com>

Commercials

Project 434	NDA	Framestore	dir Murray Butler	Prod Johnnie Frankel
Symphony	Lindor	Anonymous	dir Autumn De Wilde	Prod Juliet Naylor
Wedding	Premier Inn	Rogue	dir Simon Ratigan	Prod Nicola Sims
Big Little Emergencies	Advil	Prodigious	dir Everything in Computer	Prod Sarah Tognazzi
Way To Go	Simplicity	PI Network	dir Ben Sedley	Prod Kate Arton
U and YOU	UKTV	Armoury	dir Rollo Hollins	Prod James McLaughlin
Bring on the Boom	Moju	Anonymous	dir Max Barden	Prod Jude Vermeulen
Apple Beats 494B	Apple Beats	Traum Studios	dir Thomas Eberwein	Prod Patrick Duguid
Zeb Zag	Dr Martens	Zero	dir Silence	Prod Aaron Aziz
GHD/Jelly	GHD	Sticker Studios	dir Silence	Prod Ben Drayton
Dolly	Postcode Lottery	PPL	dir Daniel Warren	Prod Chris Cable
Barclays	Barclays	Chief	dir Chris Cottam	Prod Luke Filz
Lionesses	Nike	Sticker Studios	dir Silence	Prod Barty Dearden
Names will be made	Women in Sport	Chief	dir Yoni Weisberg	Prod Nick Trainor-Crossley
Beyond Borders	Etihad	The Gate	dir Alex and Liane	Prod Swifty Hanranan
Real Mayo	Helmanns	Outsider	dir Jason Lowe	Prod Chris Cable
50 Years	Gardaland	Chief	dir Yoni Weisberg	Prod Luke Filz
^ Racing Certainty	Ladbrokes	Dark Energy	dir Ben Tonge	Prod Phil Burgess
The Seat/ Mercedes GP	Whatsapp	Radical Media	dir Kyle Thrash	Prod Stephen Plesniak
^ little helping hand	Midea	Chief	dir Ben Tonge	Prod Luke Filz
Deal or No Deal	Tombola	Chief	dir Yoni Weisberg	Prod Nick Trainor-Crossley
Early Celebrator	Papa Johns	Chief	dir Kyle Shepherd	Prod Luke Filz
Westminster Tower	Westminster Tower	Chief	dir Anders Hallberg	Prod Malin Saunders
Generations	EY	Pretty Bird	dir Karen Cunningham	Prod Hannah Cooper
The Voice	Samsung	ITV Creative	dir Ben Tonge	Prod Luke Fraser
Welcome to Sindalah	Neon Sindalah	Whisper	dir Martin Lamund	Prod Stuart Speechly
Sleep Great, Britain	Silent Night	Chief	dir Ben Tonge	Prod Nick Trainor-Crossley
Give a Funk?	Funky Pigeon	Passion Pictures	dir Tim Hope	Prod Patrick Duguid
Say Yes to Fun	Merlin	Chief	dir Yoni Weisberg	Prod Nick Trainor-Crossley
The Heist	Paddy Power	Chief	dir Yoni Weisberg/Ben Tonge	Prod Luke Filz
Mr Hollywood	Compare Market	Passion Pictures	dir Dave Scanlon	Prod Patrick Duguid
ZNE FW24 London	Adidas	April May	dir Ryan Chun	Prod Cavit Ergonsoy
First Love	Arriva	Girl & Bear	dir Zak	Prod Frank Hanrahan
Eureka	Samsung	Production Factory	dir Matt Huntley	Prod Anastasia Marshall
The Warden	Tango	Girl & Bear	dir Ben Tonge	Prod Maxine Denton
Jetty	UK TV Drama	UK TV	dir Paul Quinn	Prod Latoya Collingwood
No Clues	NHS CVD	Mullen Lowe	dir Richard Laxton	Prod Claire Green
Season 3 Promo	Sister Boniface	UKTV	dir Genevieve Simms	Prod Latoya Collingwood
Nero	Compare Market	Passion Pictures	dir David Scanlon	Prod Patrick Duguid
Zephyrus	Asus	The Mill+	dir Georgia and Bradley	Prod Johnny Blick
May Kids	Lego	Outsider	dir Edward Andrews	Prod Chris Cable
Mid Funnel Films	Under Armour	Madam	dir Jose Luis Ferragut	Prod Debbie Carmichael
Aerial	Google	Uncle Sunshine	dir Peter Novosel	Prod Debbie Carmichael
Trivago	Trivago	Johnny Foreigner	dir Matt Huntley	Prod Phil Kerr
The Gift of the Game	NBA	Passion Pictures	dir David Scanlon	Prod Patrick Duguid
Ioniq // Talks	Hyundai	Redwood	dir George Messa	Prod Ben Murray-Watson
Snail No More	City Fibre	Rogue	dir Simon Ratigan	Prod Tim Nunn
Joy of Ordinary Sounds	Specsavers	Rogue	dir Simon Ratigan	Prod Tim Nunn
Unboxing	Nobel and Brite	Nobel and Brite	dir Kate Bush	Prod Cat Irving

Big Screen Adventures	Samsung	ITV Creative	dir Neil Gogginge	Prod Simon Sanderson
Play til they can't look away	adidas	ITV Creative	dir Paul Quinn	Prod Ella Sanderson
Berries/Apples	Lidl	Knucklehead	dir The Dempseys	Prod Francis Mildmay-White
The Hundred	Compare Market	Passion Pictures	dir David Scanlon	Prod Patrick Duguid
Love Island x Subway	Subway	Prodigious	dir Ben Tonge	Prod Will Breeden
I/O Ethics	Google	Uncle Sunshine	dir Curtis Essel	Prod Gwilym Gwillim
Varilux VR/ Luxottica	Varilux	The Mill	dir Andrew Proctor	Prod Frank Hanrahan
Consulting	IBM	The Mill	dir Tyler Richardson	Prod Frank Hanrahan
Susie, Brian, Stella	Seriously Cheese	Hunky Dory	dir Dan Castella	Prod Vanessa Hetherington
Spread of Friendship	Philadelphia	Hunky Dory	dir Paul Quinn	Prod Natalie Wetherall
Sick of Plastic	smol	drool	dir Freddie Powell	Prod Jess Wylie
The Raid	Tango	Girl and Bear	dir Ben Tonge	Prod Maxine Denton
Leaks and Meals	Compare Market	Passion Pictures	dir Darren Walsh	Prod Patrick Duguid
Save The Sleeve	Kleenex	FCB Inferno	dir Alex Dunning	Prod Biba Thomas
Tabby 5	Meowmix	Smith and Jones	dir Ulf Johansson	Prod Philippa Smith
Camouflage etc	Greenies	Stink	dir Ben Whitehouse	Prod Paz Parasmand
Book Club etc	Ibotta	Smith and Jones	dir Ulf Johansson	Prod Philippa Smith
The Gift	Heathrow	Spindle	dir Molly Burdett	Prod Swifty Hanrahan
Control	HSBC	Knucklehead	dir Siri Bunford	Prod Matthew Brown
Arrival	Compare Market	Passion Pictures	dir Darren Walsh	Prod Patrick Duguid
The Interruption	BT x Netflix	Prodigious	dir Ben Tonge	Prod Thu Nguyen
The Calling	Home Instead	Flipt	dir Alex Dunning	Prod Trent Simpson
Christmas	Dobbies	Craft Film	dir Tim and Jon	Prod Phil Myers
We Got it 13	Just Eat	Craft	dir Katie Swain	Prod Gabrielle Flanagan
Keaton Premise Trailer	Keaton	Passion Pictures	dir Jon Saunders	Prod Patrick Duguid
Fight your instincts	NWSF	2am	dir Steve Cope	Prod James Fuller
Sigrid Simple	Simple	Great Guns	dir Callum MacDiarmuid	Prod Joseph Simmons
Here comes the Sun	Guinness	Spindle	dir Molly Burdett	Prod Swifty Hanrahan
Supercharged Scotland	Peleton	Whisper TV	dir George Messa	Prod Gemma Goba
Value Refresh	Morrisons	2am	dir Steve Cope	Prod Chris Cable
Launch Film	Darkness Rising	Channel 4	dir Dan Chase	Prod Luke Fraser
London on Groceries	Gorillas	Academy	dir Ethan and Tom	Prod Tom Cartwright
Bike, Treadmill	Halo Top	Smith and Jones	dir Ulf Johansson	Prod Philippa Smith
Hands Raised	Google	Caviar	dir Fanny Hoetzenender	Prod Luke Goodrum
Backstabber etc	Checkatrade	Knucklehead	dir Ben Gregor	Prod Matthew Brown
Light up your World	LG	Smuggler	dir Adam Berg	Prod Ben Croker
That Look	Always	2am	dir Karen Cunningham	Prod Chris Cable
Global NBA	Hennessey	Knucklehead	dir Maceo Frost	Prod Francis Mildmay-White
Winter	Weight Watchers	2am	dir Miranda Bowen	Prod Alice Morris
Reebok + CL	Reebok	Agile	dir Jide Osifeso	Prod Lucy Hayes
Winter Summerland	Bacardi	Smith and Jones	dir Ulf Johansson	Prod Philippa Smith
All Pause	BGC	Dark Energy	dir Matt Huntley	Prod Alan Traquair
Tea Lovers	Tetley	Academy	dir Jack Driscoll	Prod Steve Overs
Buy a thing, Sell a thing	eBay	Riff Raff	dir David Wilson	Prod Lauren Highman
Switch Stories	CASS	Dark Energy	dir Casswell Coggins	Prod Phil Burgess
Stoptober	PHE	Darling	dir Simon Willows	Prod Clare Timms
Just Like You/Every Year	Policy Expert	Academy	dir Vince Squibb	Prod Tom Cartwright
Lessons Iceberg	Masterclass	Madam	dir Jasmeet Sidhu	Prod Debbie Carmichael
Skimming Stone	Fox's	Knucklehead	dir Ben Gregor	Prod Ewen Brown
Spring Direct Response	Dunelm	Hogarth	dir Chris Strong	Prod Rory Mathieson
Date More Human	Jose Cuervo	1st Ave Machine	dir Riesberg/Espada	Prod Christabelle Stone
Euro 2020	Tik Tok	Riff Raff	dir Ryan Staake	Prod Matthew Clyde
Chariot of Dreams	RBS	Pulse	dir J Hall/ Ed Lovelace	Prod Neil Andrews
Bring it on	James Wellbeloved	Knucklehead	dir Max Fisher	Prod Francis Mildmay White
Cesar	Checkatrade	Knucklehead	dir Ben Gregor	Prod Matthew Brown
Difficult Dad	Oatly	Smuggler	dir Tom Spears	Prod Jason Scanlon
BRG National Campaign	Just Eat	Riff Raff	dir Finn Keenan	Prod Matt Clyde
Alternative Queens Speech	C4	Framestore	dir William Bartlett	Prod James Hatcher
Social Films	Johnnie Walker	Foodhall	dir Scott Grummet	Prod Jason Underhill
Washboard/Fire	Cesar	Smith and Jones	dir Ulf Johansson	Prod Philippa Smith
Chocolatey	Fox's	2AM	dir Jason Lowe	Prod Stephen Plesniak
Series Promo	The Steph Show	C4	dir Barry Dyer	Prod Paul Gleeson
Series Promo	Bake Off	C4	dir Dan Chase	Prod Paige Bentley
Series Promo	Taskmaster	C4	dir Alex Boutell	Prod Fiona Wright
Feed that Summer Feeling	Sainsbury's	Time Based Arts	dir Rob Blishen	Prod Shion Hayasaka
Tu	Sainsbury's	Making Pictures	dir Elliot Willcox	Prod Vinita Davé
Pioneer	Morrison's	2AM	dir Steve Cope	Prod Chris Cable
Consumed	Astellas	Jam	dir Jim Wheedon	Prod Nicola Spence
Valentines	Morrison's	2AM	dir Jason Lowe	Prod Chris Cable
Easter	Dunelm	2AM	dir Richard Laxton	Prod Gareth Crothers

Orville/Grace	Hellman's	JSR	dir Jason Lowe	Prod Jo Rae
Sunflower Lanyard	Tesco	Black Sheep	dir Korrie	Prod Amber Millington
Scrooge	Specsavers	Dark Energy	dir Graham Daldry	Prod Kristin Rathje
Cologne Intense	Jo Malone	Rags Production	dir Felix Cooper	Prod Ragi Dholaki
Around the Table	Cos	Academy	dir Sander Plug	Prod Alistair Payne-James
Aurora	Sainsbury's	Gravity Road	dir Katie Swain	Prod Agnes Szyperk
Christmas	Dunelm	2AM	dir Richard Laxton	Prod Gareth Crothers
Star Wars	Lego	Stink	dir Ne-O	Prod Juliet Naylor
Christmas 2019	Morrison's	2AM	dir Jason Lowe	Prod Chris Cable
Submarine	Weetabix	Stink	dir Ben Whitehouse	Prod Paz Parasmand
Spread The Love	Afterpay	Skunk	dir Ben Strebel	Prod Toby Courlander
Beermunch	Brew City	Bold	dir Zach Math	Prod Dave Knox
Be The Meister	Jagermeister	Skunk	dir Ben Strebel	Prod Jane Lloyd
Dotty&Murray/Gethin&Alix	Dunelm	2AM	dir Richard Laxton	Prod Gareth Crothers
Various	Fan Duel	Smith and Jones	dir Ulf Johansson	Prod Philippa Smith
Unlimited Business	Vodafone	Hogarth	dir Luke White	Prod Alec Christie
The Heist	Subway	Smuggler	dir Michael Clowwater	Prod Jason Scanlon
If I was a Toy	Smyths Toys	2AM	dir Steve Cope	Prod Alice Morris
Summer Promo 2019	UKTV Drama	UKTV	dir Paul Quinn	Prod Latoya Collingwood
Friends	Lego	Rockhound	dir Katie Swain	Prod James McLaughlin
This Morning Idents	Dunelm	2AM	dir Richard Laxton	Prod Gareth Crothers

Film/Drama

The Thief, His Wife and the Canoe	4 x 60' Drama	Story Films/ITV	dir Richard Laxton	Prod Alison Sterling
Safe Space	Drama Pilot 60'	Avalon/Sky	dir Richard Laxton	Prod Spencer Millman
Taste & Ache of Action	Short Film	Arts Council	dir Charlotte Ginsborg	Prod Isobel Ricketts
I Used To Be Famous	Short Film 10'	Superplex	dir Eddie Sternberg	Prod Chris Pencakowski
Orthodox - Pick Ups	Feature	Zeitgeist Films	dir David Leon	Prod Daisy Allsop
Protein	Short Film 10'	Dead Bird	dir Tony Burke	Prod Joanna Rae
Just Desserts	Short Film 10'	Superplex	dir Michael Yanny	Prod Adam Baroukh
Here With me	Short Film 10'	Rattling Stick	dir Pete Riski	Prod Genevieve Stevens
The Brunchers	Short Film 19'	Column 4	dir Matt Winn	Prod Peter Sullivan
The Answer to Everything	Film 45'	Streetwise Opera	dir Rupert Jones	Prod Jess Gormley
Welcome to Leathermill	Short Film 12'	Outsider	dir Russell England	Prod Nic Lowicz
3 Days in London	Short Film 18'	3DiL	dir Sasha Nathwani	Prod David Wieder

Promos

Daylight	Harry Styles	Riff Raff	dir Tanu Muina	Prod Maurizio von Trapp
Vossi Bop	Stormzy	Caviar	dir Henry Scholfield	Prod Javier/Amalia
Cloud 9	Jamiroquai	Pulse	dir Jason Smith	Prod Rik Green
I Like It	Eight Rounds	Rapid Dead Bird	dir Tony Burke	Prod Jo Rae
All Goes Wrong	Chase & Status	Black Dog	dir Glenn Paton	Prod Sonya Sier
Hole in My Soul	Kaiser Chiefs	Seven	dir Ed Sayers	Prod Ivana Bohuslavova
Come Near Me	Massive Attack	Rattling Stick	dir Ed Morris	Prod Polly Du Plessis
Parachute	Kaiser Chiefs	Seven	dir Ed Sayers	Prod Lucy Chambers
After Hours	Velvet Underground	Pulse	dir Matt Houghton	Prod James Greenhall
These Days	Take That	Caviar	dir Henry Scholfield	Prod Alicia Farren
We Disappear	Jon Hopkins	H S I	dir Rob Chui	Prod Shabana Mansuri
Walk This Way	MØ	Caviar	dir Emile Rafael	Prod Shabana Mansuri
Come Over	Royal Blood	Partizan	dir AB/CD/CD	Prod Jason Oakley
Pure	LNiP	Caviar	dir Karim Huu Do	Prod Katie Dolan
Haunted	Charlie Simpson	Madam	dir Jones	Prod Nina van Heerden
Give Up	Miles Kane	76 Ltd	dir David Mould	Prod Sonya Sier
Don't Go	Wretch 32	Pulse Films	dir Ben Newman	Prod Jacob Swan Hyam