



International Sports Practice

Recent assignments within the UK:

Our Experience

Chair	
The Football Association	Chair
British Equestrian Federation	Non Executive Director
British Greyhound Racing	Non Executive Chairman
British Horseracing Board	Non Executive Chairman
Football League	Executive Chairman
Jockey Club	Non Executive Chairman, Non Executive Director
London 2012 (LOCOG)	Chair of the Audit Committee
Newbury Race Course	Chair, Non Executive Director
Olympic Delivery Authority (ODA)	Chairman
Professional Cricketers' Association	Chair, Non Executive Director
Rugby Football League	Executive Chairman
Scottish Rugby Union	Chairman
sports coach UK	Chair
UK Athletics	Chair
Virgin F1 Racing Team	Chairman
Women's Sport & Fitness Foundation	Chair
Chief Executive Officer	
2018 England World Cup Bid	Chief Executive Officer
British Horseracing Board	Independent Director
British Olympic Association	Chief Executive
Cosworth Racing	Chief Executive
English Golf Union	Chief Executive
English Institute of Sport	National Director
Goodwood Road Racing Company	Managing Director
Harlequins Rugby Football Club	Chief Executive Officer
Hollyburn Country Club	Chief Executive
Hurlingham Club	Chief Executive
London 2012 (LOCOG)	Chief Executive
London Irish Rugby Football Club	Chief Executive
Lord's Taverners	Chief Executive
MCC	Chief Executive
Professional Cricketers' Association	Chief Executive
Queens Club	Chief Executive
Racing UK	Chief Executive
Right To Play UK	National Director
Scarlets RFC	Chief Executive Officer
Scottish Football Association	Chief Executive
Scottish Institute for Sport	Executive Director
Scottish Rugby Union	Chief Executive, District Chief Executives (x4)
Squash Racquets Association	Chief Executive
Street League	Chief Executive Officer
UK Athletics	Chief Executive
Welsh Rugby Union	Chief Executive
WheelPower	Chief Executive Officer
Wooden Spoon	Chief Executive



Our Experience

Recent assignments within the UK (cont'd):

Operational	
2018 England World Cup Bid	Chief Operating Officer Director of Campaign Operations Director of Technical Bid
A1GP World Cup of Motorsport	Group Head of HR
Arsenal Football Club	General Manager Broadband
Badminton England	Head of England Performance Head of Major Events & Competitions
British Greyhound Racing	Company Secretary
British Horseracing Board	Finance Director Recruitment & Development Manager
British Olympic Association	Director of Human Resources
British Squash Association	Secretary
Chelsea Football Club	First Team Doctor
Coral UK	Head of Trading
England & Wales Cricket Board	England Team Director
English RFU	IT Director
G2014Ltd	Head of Sport
Godolphin Management	HR Manager
Goodwood Estate Company Ltd	Director of Golf
iLUKA	Operations Director
International Speedway Corporation	Chief Operating Officer
Jockey Club	Head of Security
London 2012 (LOCOG)	Director of Ceremonies, Culture & Education Director of Games Operations Procurement Director
London Irish Rugby Football Club	Commercial & Operations Manager
Manchester United	Chief Operating Officer
McLaren Group Ltd	Chief of Design Manager, Body Systems
Mercedes Ilmor	Head of Trackside
Motor Sports Association	Head of Customer Services and Operations
NEC	Finance Director Catering Director
Northern Racing	Finance Director
Olympic Park Legacy Company	Director of Venues
Powerboat P1	Event Operations Manager Sporting & Technical Director
Queens Club	Club Manager Sports Manager
Royal St. George's Golf Club	Secretary
Scottish Claymores	General Manager
Sport England	Director of Sport
Team Origin	Team Welfare & Support Manager
UK Athletics	Strategic Coaching & Development Director
UK Sport	Finance Director
Volvo Ocean Race	Operations Director
Welsh Rugby Union	Head of Rugby Development
Wembley National Stadium Ltd (FA)	Construction Director Facilities & Contracts Manager

Recent assignments within the UK (cont'd):**Our Experience**

Commercial	
2018 England World Cup Bid	Director of Marketing & Commercial
A1GP World Cup of Motorsport	Commercial and Client Services Director Head of Licensing & Merchandising
All England Lawn Tennis Club	Wimbledon Commercial Director
Arsenal Football Club	Senior Partnerships Manager
Betfair	Chief Marketing Officer
British Cycling	Marketing Manager
British Horseracing Board	Marketing Director
British Olympic Association	Chief Commercial Officer Corporate Partnerships Director (x2) Corporate Partnerships Manager
British Swimming / ASA	Director of Partnerships
Callaway Golf Europe Ltd	EMEA Marketing Director
Derby County Football Club	Head of Partnerships
Football Association	Head of Group Marketing
Football League	Head of Business Development
IMG Russia	Account Director – Olympics, Russia
Lionside	Director of Football
London 2012 (LOCOG)	Commercial Director Marketing Director Client Services Director
Manchester City Football Club	Partnerships Client Services Account Manager (x2) Partnerships Sales Senior Manager (x2)
Manchester United	Commercial Director Global Sponsorship Executives (x2) Indirect Sponsorship Executives (x2) Head of Hospitality Sales Hospitality Sales Manager Mobile Sales Executive
McLaren Automotive	Sales & Marketing Director
McLaren Group Ltd	Head of Marketing
MediaCo Outdoor	Sponsorship Sales Manager
North One Sport	Marketing Director Media Director Media Manager
Nova International	Commercial Director
Olympic Park Legacy Company	Commercial Director (Interim)
Portsmouth Football Club	Commercial Director
Powerboat P1	Commercial Director Director of Sales & Marketing
Power Plate International	Sales & Business Development Managers
Premier League (The)	Partnerships Account Manager
PrivatSea Ltd	Membership Vice Presidents (x2)
Right To Play	Head of Partnerships
Royal Yachting Association	Director of Business Development
Scottish Football Association	Head of Commercial Operations
Southampton Football Club	Head of Sales & Marketing
Sport England	Commercial Director
Sussex County Cricket Club	Commercial Director
Team Origin	Marketing Services Manager Merchandising Manager Partner Development Manager
Tote	Marketing Director

Our Experience**Recent assignments within the UK (cont'd):**

Commercial	
Tottenham Hotspur	Head of Corporate Hospitality
UK Sport	Commercial Partnerships Manager
Volvo Ocean Race	Commercial Partnerships Manager (x2)
Wembley National Stadium Ltd	"Club Wembley" Director
Westfield Shopping Towns Ltd	Head of Olympic Alliances
Williams F1	Commercial Alliances Manager
Communications	
2018 England World Cup Bid	Director of Communications
A1GP World Cup of Motorsport	Director of Communications
International Speedway Corporation	Director of Public Affairs
Jockey Club	Director of Communications
London 2012 (LOCOG)	Head of PR & Media
	Head of Web Development
	Head of Government Relations
	Client Services Director
Lyndhurst Racing	Marketing & Communications Manager
McLaren Automotive	Head of Press & Communications
MP & Silva	Director of Communications
Team Origin	Head of Media

Recent assignments outside the UK:**Our Experience**

Company	Role
A1GP World Cup of Motorsport	Head of Sales Asia
Adidas	General Manager, Sourcing (China) Global Head of Sourcing, Footwear (China) Head of Design US Retail Development Director (China) - *ongoing Retail (Franchise) Operations Director (China)
Al Jazira Club	Team Doctor
Amer Sports	President & CEO
Atlanta Olympic Games	Chief Operating Officer Chief Marketing Officer Head of PR
Atletico Paranaense (Brazil)	Chief Executive Officer
Australian Soccer Association	Chief Executive
Benfica	Board Member
Bike, New York	Chief Executive Officer
Brøndby IF (leading Danish football club)	Commercial Director
Canadian Olympic Committee	Chief Executive Officer Chief Operating Officer
Canberra Cosmos Soccer League Club	General Manager Head Coach Board Directors (x2)
Canlan Ice Sports	Regional General Manager
Compass Group	Sales & Marketing Director – Greater China
Copyright Promotions	Managing Director of World Cup, Korea
DFL (Deutsche Fußball Liga GmbH)	Director Finance & Administration Head of Content Management League President Managing Director MD Sales & Services
DFL (Sports Enterprises GmbH)	Director Sales Media & Advertising Sponsoring / Licensing
DSF (Deutsches SportFernsehen GmbH)	Director Marketing/Sales
European Tour	Senior Director, Asia
Federation Aeronautique International	Secretary General
FIBA	Director, Marketing
FIFA	Head of Competitions Head of Development Head of TV & Media Licensing Managing Director Event Manager World Championship Director, Business Director, Legal Business
Football Canada	General Manager
German Federal Soccer League	Administration Manager
Glideslope	Olympic Strategist
Golf Course Buy-out Company (Japan)	Marketing/PR Vice President Human Resources
Golf Entertainment International	Chief Executive Officer
Goodwill Games	President
Hong Kong Golf Club	Director of Golf
IMG	Licensing Vice President, Consumer Products(China) Olympic Account Director (Russia)

Recent assignments outside the UK (cont'd):**Our Experience**

Company	Role
K-Swiss	Vice President, Global Manufacturing
LIDS	Executive Director, Retail & Distribution
Li Ning	Vice President, Apparel
Marketing Arm	Senior Account Manager
NBA	VP, Russia & Eastern Europe Development
New South Wales Dept of Transport	Executive Director, Olympic Transport
Nike EMEA	Category Sales Manager, Running
Nike Northern Europe	Sales Manager Key Accounts Sales Manager, Benelux Marketing Manager, Benelux Brand Initiative Manager HR Manager, Benelux Country Sales Director
Ontario Soccer Association	Executive Director
Österakers Golf Club	Chief Executive Officer
Polo Ralph Lauren	Managing Director, Asia Sourcing Vice President, Menswear Sourcing
PUMA	Commercial Director - Asia General Manager - Switzerland Marketing Director - Germany Regional Retail Director - Asia Sales Director - Germany
Qatar Stars League	Head of Sales & Marketing
Red Bull North America	Head of Communications
Richmond Golf & Country Club (Canada)	Chief Executive
Rio 2016	Administrative General Manager Chief Administrative Financial Officer Chief Operations Officer Commercial Executive Director Commercial Negotiations Director Deputy Business Manager Director of Procurement Head of Accommodation HR Director Licensing, Retailing & Concessions GM PMO Controls Manager PMO Planning Manager President's Assistant
Royal Ottawa Golf Club	General Manager
Soccer Australia	Board Directors (x3)
Sydney Olympic Coordination Authority	General Manager, Finance
Toronto 2015 Pan Am Games	Secretary General & Chief Executive Officer Chief Financial Officer SVP, Human Resources SVP, Infrastructure SVP, Marketing & Revenue SVP, Operations SVP, Sports & Venues
UCCAL	Brand General Manager
UMBRO	Asia Financial Controller
United States Tennis Association	Chief Diversity Officer

Our Experience**Recent assignments outside the UK (cont'd):**

Company	Role
US Track & Field	Head of Operations Head of Events
Vancouver Lawn, Tennis & Badminton Club	Chief Executive
Vancouver 2010 Bid Corporation	Chief Executive & Senior Team
Vancouver 2010 Winter Olympic Games	Chief Executive & Senior Team
Washington Redskins	Senior Vice President Operations Chief of Security
Willie Bogner Sportswear	CMO Head of Communications

The Practice

Odgers Berndtson Search

Our International Sports Practice has been set up to respond to the ever-growing demand for commercial talent in this increasingly professional sector. The Practice covers non-executive and executive senior management roles. Our consultants bring together extensive experience in the field of search, with in-depth knowledge of the structure, development and background of their particular sports. Our wide range of contacts across all sectors enables us to conduct global searches rapidly and effectively.

Our complementary core specialist practices are – Business & Professional Services, Information, Communication & Media, Consumer, Sport & Leisure & Retail, Industry & Manufacturing, Technology and Public Sector. Our clients vary in size from major multinationals and Plcs through to smaller entrepreneurial businesses and charities. We recruit at Board level and senior management, and across all mid-management functions including finance, marketing, corporate communications, technology, operations and human resources positions.

OdgersInterim

OdgersInterim are specialists in finding an immediate, short, sharp, fast injection of experienced management skills to successfully implement change and manage transition at senior levels – the right people with the right skills, providing the right result. They are supported by a focused database of interim executives whose experiences cover all disciplines and a wide spectrum of businesses. Their exceptional consulting team members have board level and senior management experience, both as permanent and interim, in a wide variety of business sectors and disciplines. Interim executives have all been rigorously vetted, which enables them to respond to your needs quickly and to ensure a match in terms of corporate culture, ethos and personal chemistry.

Odgers Select

Odgers Select is a middle management retained selection business which reflects the depth and range of quality of the firm. The Selection business provides clients with a quality, retained advertised selection service, attracting the very best talent in the critical £40k-80k salary brackets. The product is fully consultative and every candidate is assessed and interviewed, psychometrically tested and referenced. Our clients are involved throughout the process – continuity and communication are vital.

The Team

Simon Cummins is the London based Head of the Sports Practice. He was a Director of Global Education Management Systems' (GEMS) schools in the UK. Before joining GEMS in 2003, he was a Director at Gabbitas, heading their recruitment and consultancy department. He spent two years establishing Education-on-Line in the UK, a company dedicated to creating and delivering communication portals to LEAs and SMEs. Prior to this, Simon was a Head Teacher for ten years. Whilst at Millfield in Somerset, he was Head of the Prep and a member of the Management Executive Group for all three Millfield Schools and Millfield Enterprises. Simon is an accomplished sportsman, playing a high level of rugby and cricket, as well as being a grade five white-water canoeist and 'extreme' rock-climber. He is an External Board member for the Bath University MBA programme, a former Board member at ESRFU and an advisory member of the Board of Common Purpose London. Simon was educated at London Greenwich and Bath Universities (BA Hons degree in Physical Education & History and a Masters in Educational Management). Simon is also a Fellow of the Royal Society of the Arts.

Michael Payne is an Advisor to Odgers Berndtson's International Sports Practice. He also provides marketing consulting services to various Olympic bodies, Formula One, WPP and many other state and corporate entities. With nearly thirty year's experience in Sport marketing, Michael's background includes some notable milestones such as the development and implementation of the marketing programmes for fifteen Olympic Summer and Winter Games. As the first Marketing and Broadcast Rights Director for the International Olympic Committee, he led the global marketing effort for the Olympic movement.

Prior to this, Michael developed and managed marketing programmes for a broad variety of international events, including the first World Athletics Championships; the English Test Match Cricket Series and the launch of the London Marathon. His involvement with Formula One dates back to 2004 when he joined its management team as special advisor to Bernie Ecclestone.

In the 1970s he was British Professional Freestyle Ski Champion.

Gerald Davies, Non-Executive Chairman of the Sports Practice, enjoyed a distinguished career in rugby union football from 1966 to 1978, representing Wales on 46 occasions. He played for the Lions on tour to South Africa (1968) and New Zealand (1971). While he played for Llanelli in his early days, his main clubs were London Welsh and Cardiff. He also played for the famous representative club, the Barbarians, on many occasions.

Gerald's further education took place in Loughborough College (now the University) where he qualified as a schoolmaster and at Emmanuel College, Cambridge where for three years he read English Literature. He taught at Christ's Hospital in Horsham before becoming an Executive Officer with the Sports Council for Wales. His career since then has been in the world of journalism and broadcasting. For 21 years he was on the Board of HTV and became the Chairman of HTV Wales. He has been a member of many public bodies in Wales, including the Royal Mail, Arts and Business, the Welsh Committee of the British Council as well as those Boards with a special focus on young people, such as the Wales Youth Agency. He was awarded his CBE in 2003. He is a rugby columnist with The Times and is a Director on the Board of the Welsh Rugby Union.

The Team

Ian MacLeod specialises in Chief Executive, Director level and Board appointments in Scotland. He joined Odgers Berndtson in July 2000 to establish its first Scottish office. He has worked in most sectors, although his particular expertise is in the Utilities, Financial, Telecoms and Not for Profit sectors. He has recruited a number of high profile positions in the Sports sector. Ian began his career as a Civil Servant in the Department of Employment before moving to the Government recruitment agency, Professional & Executive Recruitment. After 10 years in the public sector, he joined one of the UK's leading recruitment advertising agencies, Austin Knight. He then joined Norman Broadbent, latterly managing their Scottish offices.

Simon Walton played professional football for Leeds United, Sheffield Wednesday and Sheffield United. He then went on to study at Loughborough University where he successfully completed a BA (Honours) Degree as well as representing Loughborough's UAU championship winning football team. He is a fully qualified FA badge holding Football Coach and spent 12 months working for the sports wear company Umbro in the USA following the 1994 FIFA World Cup coaching 'Select' and State representative US Soccer teams. Simon has also played a number of other sports such as Cricket and Rugby Union to county schools representation level as well as being a keen skier. Currently Simon heads up the Odgers Selection team in Leeds having spent the last 10/11 years recruiting within the Search & Selection arena.

Andrew Bulloss is part of the International Sports Practice at Odgers Berndtson based in London, focusing on director, senior executive and non-executive positions globally.

In Sport, he specialises in executive searches for International Sports Federations, Clubs and Associations, Sports Venues and National Governing Bodies. In addition, he hires for bid teams and organising committees of major international sports events such as the summer and winter Olympic and Paralympic Games, Commonwealth Games and FIFA World Cup. Additionally, Andrew is a lead member of a dedicated project group within Odgers Berndtson responsible for promoting the firm's global capabilities within the international Betting and Gaming market.

Prior to joining Odgers, Andrew spent eight years running recruitment teams within a UK listed executive recruitment business, handling senior search and selection assignments for commercial management, sales and senior marketing posts in the UK and Europe. During this time he worked with a number of high-profile businesses across financial services, technology and consumer-led industries.

Joe Becher is an Associate in the London office of Odgers Berndtson, having joined in 2006 as a Researcher in the Sports Practice. Joe was given the responsibility to develop the Odgers Sports Practice reputation in North America through his strong US and Canadian Sporting networks. Along with this he is expected to find the best talent in North America for any global searches the Odgers Sports practice may be conducting. Joe studied Business Management at Bristol Business School, based at the University West of England. He subsequently worked for Consumer Intelligence as a Researcher into the car, life and buildings insurance markets. Having gone to Millfield School, Joe is interested in all sports, and in his spare time still plays a high standard of cricket and golf. He represented England at schoolboy level in Cricket and played for the West of England in Hockey.