

Alastair Marks

CONTACT

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23 Llanaway Road

SKILLS

- Strategy Development
Expert
- Revenue Generation & Commercial Growth
Expert
- Operational Delivery & projects management
Expert
- Stakeholder management & Governance
Expert
- People Development
Expert
- Community building & EDI
Expert

LANGUAGES

English
Fluent

INTERESTS

- Charity Trustee – Tennis for free – (May 2020 – present)
- Non-Executive Director (Commercial) - British Gymnastics (Oct 2018 – present)
- Chair – Farncombe Youth Football Club (Sept 2016 – Jan 2023)
- L1 FA Football Coach

SUMMARY

A dynamic Senior leader in sport with an extensive history of driving commercial and membership growth, strategic & digital transformations, as well as the delivery of high performing systems. An expert in fostering strong stakeholder engagement across a diverse range sectors within some of the biggest agencies, brands and sports governing bodies in the world.

EXPERIENCE

- CEO** **November 2021 - In progress**
British Rowing *London*
Spearheaded organisational transformation and strategy overhaul. Achieved operational efficiencies and financial stability, securing £200k+ in new sponsorships. Notable success in leading the Performance Team to historic achievements in Olympics and Paralympics. Expanded club membership by 5.7% YOY. Cultivated strong stakeholder relationships domestically and internationally securing an additional £3m/year in new grant funding towards social impact and EDI goals. Enhanced community engagement through innovative outreach rowing initiatives.
- Interim CEO** **January 2021 - November 2021**
British Gymnastics *Lilleshall*
Stabilised organisation amidst cultural crisis, reinforcing governance transparency and stakeholder trust. Managed financial and legal aspects of abuse allegations and led safeguarding review. Saved £3m/year through reallocation of resources. Re-engaged community, initiating a sport-wide cultural change program and improved stakeholder relationships.
- Commercial Director** **December 2019 - December 2020**
Nielsen Sports *London*
Generated £850k in new business revenue by crafting innovative sales strategies and optimising relationships. Working with international markets to create enhanced marketing efforts and streamlined cross-departmental working to deliver service excellence and drive growth.
- Founder** **September 2018 - December 2021**
Line 7 Consulting *Godalming*
Founded consultancy business, driving digital transformation and commercial opportunities. Secured over £85k/year in fees and significant commercial deals for talent clients. Supported private equity in developing new funding models for the sports sector.
- Participation Director** **May 2014 - May 2018**
Lawn Tennis Association *London*
Led participation growth strategy and rebuilt stakeholder relationships with members, reversing a decade-long decline (-10% YOY > +1%). Managed £14m operating budget and £420m capital fund. Launched

innovative digital booking and local tennis court access system raising £300k+ for local operators and local authorities. Created successful marketing campaigns to drive participation.

Head of Rugby Growth

August 2012 - April 2014

Rugby Football Union

London

Defined customer experience and marketing strategies to retain key audiences. Led digital transformation project, achieving a 20% uplift in participation data. Launched programs driving 25k new registered players and delivered the first ever integrated women and girls' game strategy in the organisations history.

Head of Sports Marketing

March 2008 - August 2012

McDonalds

London

Directed global strategies for McDonald's UK sponsorship portfolio. Achieving 12% YOY sales growth around the 2012 Olympic Games. Negotiated significant deals with The FA and global sports rights holders (LOGOC/IOC, FIFA and UEFA), driving double digit increases in brand perception and trust. Project managed extensive restaurant builds and logistics operations for the 2012 Olympic & Paralympic Games.

Sponsorship Marketing Manager

August 2005 - February 2008

Sainsburys

London

Drove £35m in sales through strategic corporate partnerships. Achieved £31m in donations and sales for Comic Relief and Active Kids. Created innovative multi-channel partner programs, securing long-term deals and enhancing brand engagement.

Commercial Sponsorship Manager

April 2001 - August 2004

AVIVA

London

Developed and implemented sponsorship strategies, negotiating high-value deals with the ECB and UK Athletics in excess of £20m. Enhanced brand visibility and strategic communications through effective partnerships, community initiatives and broadcast collaborations.

Account Director

May 1997 - March 2001

Octagon

London

Advised high-profile clients such as NatWest on their wide reaching cricket sponsorship, British Airways and Whitbread across all sponsorship strategy, activation and events. Tournament Directed the prestigious Stella Artois Grass Court tennis championships

EDUCATION

BA (Hons) Psychology and Social Sciences

1995

Nottingham Trent University

Nottingham

BA (Hons) in Psychology and Social Sciences

A levels

1992

Norwich City College of FE

Norwich

Achieved A Levels in English, Psychology, Politics, and Economics.

GCSE's

1990

Thorpe St Andrew Grammar School

Norwich