

SIMON THOMPSON

M: +971 585173873 | E: simon@standsons.com

A commercially astute, innovative and strategic sports marketing leader with a strong growth mindset and a proven track record of delivering multi-million-dollar marketing campaigns across a range of geographies

EXECUTIVE SUMMARY

As a results-driven, entrepreneurial and collaborative sports marketing leader with excellent stakeholder management skills, extensive experience managing international offices comprised of diverse nationalities, I have developed a proven track record as a strong team builder. I am passionate about building enduring, mutually beneficial professional relationships. With over 30 years' experience in sports marketing, sponsorship and management, I have conducted business on five continents and pride myself on my deep understanding of the inner workings of global sport. My work has ranged from commercial and sponsorship operations for multi-nation sporting events, to negotiating multi-million dollar endorsements and international football transfers and creating new continental sporting events and sponsorship programmes. I thrive on challenging the status quo and view change as a way to unlock new opportunities for growth. I am seeking a position within a forward-thinking setting where I can use my broad sporting, commercial and interpersonal skillsets to drive optimal business outcomes.

CAREER HIGHLIGHTS

- Created the **AFC Champions League** from concept to implementation
- Restructured the finance modelling of a **confederations USD700m+ marketing programme**
- Created an **event management system** for a multi-country, multi-event commercial sponsorship programme
- Started up **JV company First Artist International** between World Sport Group PLC and First Artist PLC
- Negotiated a multi-million dollar endorsement for AMPM with **Roberto Carlos of Real Madrid and Brazil**
- Negotiated an international transfer between the **English Premier League and Saudi Arabian League** Positioned numerous **national team managers and head coaches** in Asia

CORE COMPETENCIES

- Innovative and visionary with exceptional strategic awareness and a willingness to break down traditional barriers
- Builds enduring and mutually beneficial relationships with a wide range of internal and external stakeholders
- Well-developed financial acumen with a sound understanding of cost modelling, budgeting and reporting
- An articulate, engaging communicator who can deliver powerful messages which are tailored to different audiences
- Outstanding sports IQ, enabling strong problem-solving and analytical skills and an ability to see the big picture
- Highly developed negotiating, influencing and decision-making skills with good judgement under pressure
- Excellent time management skills with a demonstrated track record of successfully managing multiple priorities
- Possesses a proven ability to propel growth and business development whilst simultaneously taking calculated risks
- Passionate about driving continuous improvement, including streamlining processes and maximising efficiencies

RECENT PROFESSIONAL EXPERIENCE

Standsons, 2021 – Present

Director

Standsons provides consultancy services to the sports marketing industry in Asia.

Role Overview: As Company Director, I am responsible for all areas of the business. Recent projects have included consultancy projects with the Kingdom of Saudi Arabia Ministry of Sport, the Saudi Arabian Football Federation, Boston Consulting Group, Alpha Sights.

Key Achievements:

- **Consulted to the Saudi Arabian Ministry of Sport:** I was contracted to utilise the experience I had gained from past Asian Cups to inspect the facilities to be utilised in the Saudi Arabian Sports Ministry's bid for the 2027 AFC Asian Cup. This enabled the Ministry of Sport to prepare their facilities to the level required and deliver a successful bidding campaign, which culminated in being awarded the 2027 Asian Cup.

Sportfive, Singapore, 2015 – 2021

Senior Vice President/Vice President Football Asia

Sportfive is an international sports marketing agency with offices around the world. Its headquarters are based in Hamburg, Germany. The company rebranded from Lagardère Group to Sportfive in 2020.

Role Overview: This role was a continuation of the role I performed at World Sport Group. I was responsible for the operational delivery of the AFC Commercial programme and management of the Sponsorship and Broadcast delivery teams. This involved restructuring the cost modelling, budgeting and reporting of the AFC's Commercial Programme and creating a sports event management system. I also managed Lagardere Sports Member Association Commercial agreements for Vietnam, Indonesia, Thailand, Cambodia, Mongolia, Nepal, Bhutan and Uzbekistan.

Major events: Asian Qualifiers for the 2018 FIFA World Cup Russia • AFC Final Round for the 2020 Tokyo Olympic Games • AFC Champions League • AFC Cup • AFF Suzuki Cup 2016 & 2018 • SAFF Suzuki Cup 2015 and 2018

Key Achievements:

- **Restructured cost modelling, budgeting and reporting:** I brought together various siloed departments and reviewed all costs in carrying out a detailed analysis of all expenses associated with the business. This enabled me to overhaul the cost modelling, budgeting and reporting for the AFC's Commercial Programme, which provided greater visibility of the cost incurred. This in turn enabled Lagardere Sports and Sportfive to significantly reduce the costs incurred by the business and deliver more efficiently.
- **Created an event management system:** By collaborating with EKS, an industry-leading knowledge transfer company, I created a new event management system which enabled greater consistency of commercial rights obligations and better reporting to all stakeholders, and enabled the Commercial Programme to run more efficiently.
- **Managed the commercial programmes of the AFF and SAFF Suzuki Cups:** I managed a range of departments including Operations, Broadcast Delivery, Media Sales and Sponsorship/Advertising as part of overseeing the commercial programmes of the regional national team competitions of South East Asia and South Asia. The tournaments were successfully delivered and renewed with commercial partners and SAFF and AFF governing bodies.
- **Oversaw National Member Association commercial agreements:** As part of developing new and managing existing business, I oversaw the National Member Association Commercial Agreements which Lagardere had with Member associations including Vietnam, Indonesia, Thailand, Cambodia, Mongolia, Nepal, Bhutan and Uzbekistan. This included World Cup Qualifiers, Asian Cup Qualifiers, Olympic qualifiers and international friendly matches.

World Sport Group, Hong Kong, 2007 – 2014

Head of Football

World Sport Group was a sports marketing, event management and media company in Asia, with a roster of golf, association football and cricket events. In 2015 it was merged into the Lagardère sports and entertainment division of Lagardère Group.

Role Overview: I was responsible for the management of World Sport Group's football properties under the Asian Football Confederations marketing programme. This included client servicing, activations and commercial delivery within the Asian Football Confederations marketing programme, management of the event management operations and marketing teams and development of new business, from licensing to organising friendly matches and exhibition tours.

Major events: Asian Qualifiers for the 2010 FIFA World Cup South Africa • Asian Qualifiers for the 2014 FIFA World Cup Brazil • AFC Final Round for the 2008 Beijing Olympic Games • AFC Final Round for the 2012 London Olympic Games • AFC Champions League • AFC Cup • ING Cup • ONGC Nehru Cup • AFC U19 Championship

Key Achievements:

- **Managed an end-to-end continental marketing campaign:** I used my event management, marketing and stakeholder management skills to manage the delivery of the contracted rights to a multi-million dollar continental marketing campaign across competitions totaling in excess of 300 matches each year, from Saudi Arabia to Japan, and Iran to Australia. This ensured that commercial benefits were sold to the commercial rights licensees of both the broadcaster and sponsors.
- **Drove significant new business development:** By using my excellent commercial acumen and strong networking abilities, I developed large amounts of new business in the region, including new events, European club tours, national team friendly matches, and player and coach management. This resulted in the renewal of the AFC, AFF and SAFF championships with the respective governing bodies.

Dubai Sport Services LLC, Dubai, UAE, 2005 – 2007

Self Employed Football Consultant

Dubai Sport Services was an athlete agency business in emerging markets including China, Cambodia, India, Indonesia, Japan, Kyrgyzstan, Malaysia, Myanmar, Oman, Saudi Arabia, UAE and Uzbekistan.

Role Overview: I utilised my network and resources to benefit football associations and professional clubs in the recruitment of players and coaches. This included organising training camps, friendly matches and competitions.

Key Achievements:

- **Placed coaches and directors at a range of levels:** My network allowed me to place coaches at the Uzbekistan Football Association at Under 17, Under 20 and Full National Team level as well as a National Fitness Coach. I also placed Under 17, Under 20, National Team and Technical Directors at the All India Football Federation, culminating in their first appearance at the Asian Cup in 27 years.
- **Recruited opposition for national team friendly matches:** I called on my network with national football associations across Asia to recruit opposition for Uzbekistan, Oman, Cambodia, Bahrain, Myanmar, Kyrgyzstan and India, participants for the Nehru Cup friendly tournament and many successful national men's A friendly matches.
- **Assisted clubs to recruit key players:** By leveraging the relationships I had built over many years, I managed a network to successfully place players and coaches at football clubs and associations across Asia. I also played a key role in assisting clubs to recruit players and coaches across the UAE, Saudi Arabia and Uzbekistan, including the transfer of Anderson Barbosa for Sharjah Football Club of the UAE.

First Artist International Plc, Hong Kong and Singapore, 2002 – 2005

Head of Asia-Pacific Football Agency

World Sport Group PLC, the largest sports rights holder in Asia, invested in an Athlete Management division and First Artist PLC expanded their business into the Asia-Pacific region.

Role Overview: I was recruited as the Director of the joint venture. This involved managing all facets of the business whilst recruiting players for First Artist Plc, placing players and coaches at national associations and clubs, and carrying out commercial and media work and endorsements for sporting personalities.

Key Achievements:

- **Successfully concluded a multi-million dollar endorsement:** I completed an endorsement for Roberto Carlos with Japanese convenience store AMPM. I also successfully transferred Titi Camara from West Ham to Al ittihad Saudi Arabia, Jon Olaf Hjelde from Nottingham Forest to Busan Icons and managed numerous transfers of players to Malaysia, Singapore and Korea.

World Sport Group Ltd, Hong Kong and Malaysia, 1995 – 2002

Events Manager

Role Overview: I managed a wide range of high-profile events in this role, some of which are detailed below. A major highlight over this time was developing the AFC Champions League. This included tournament and sponsorship management, marketing and TV rights management, ticketing, logistics and scheduling, as well as implementing the marketing rights into the Asian football confederations calendar of events and coordinating governing bodies schedules.

Major events: AFC Asian Cup 1996 & 2000 • AFC FIFA World Cup Qualifiers, 1998 & 2002 • AFC Olympic Qualifiers, 1996 & 2000 • AFC Youth Championship U20, 1996, 1998, 2000 • AFC Youth Championship U17, 1996 • AFC Champions League • AFC Club Championship, 1996 – 2002 • AFC Cup Winners Cup, 1996 – 2002 • AFC Super Cup, 1995 – 2002 • Afro-Asian Cup, 1996 • AFC Womens Championship, 1997 • SAFF Championship, 1997 • Tiger Cup, 1998

Dorna Sports Marketing UK Ltd, 1989 – 1994

Sales and Marketing Executive

Dorna was one of the catalysts behind the creation of the English Premier League and was the first company to introduce rotating advertising at sporting events anywhere in the world.

Role Overview: I was responsible for sales, hospitality and the coordination of static signage at all premier League Grounds. This included selling and implementing perimeter advertising for the English Premier League, European club fixtures and England Internationals, and selling and implementing the Adtime system at the English First division and Premier League.