
GUILLAUME PERRET



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AVENUE PERDTEMPS, 5
1260 NYON - SWITZERLAND

SOFT SKILLS

Used to working within an international environment with multicultural approach, handling complex relationships at senior level, leadership, reliability, diplomacy, adaptability, creativity, organisation, service-oriented and client-focused attitude

PERSONAL DETAILS

Swiss + French nationalities
Married, two children
French native speaker, fluent English, advanced Spanish, intermediate German
Sports enthusiast

PROFILE

Sports strategic project executive with 20-year international experience in account management, media/marketing rights, client servicing in broadcast, digital, sponsorship, event operations.

Transversal experience of the sports industry, holding a range of senior responsibilities and delivery-driven projects with high-profile rights-owners, rights-holders, agencies and clients.

SPECIALIZING IN:

- Account management, client servicing expertise & rights delivery
 - Sponsorship / media strategy & commercial activation programmes
 - Licensing, content & brand development
 - Event management, hospitality & partnership operations
 - International business development & sales
 - Content & rights commercialisation, contract negotiations
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EXPERIENCE

STRATEGIC ACCOUNT MANAGEMENT DIRECTOR

DELTATRE | SPORT EXPERIENCES UNIT

From 2015 until now, Geneva-Nyon, Switzerland

- Senior management team member, responsible and accountable for the commercial strategy, negotiation and delivery of solutions towards key clients in sports (**Olympic Broadcasting Services – Olympics.com, UEFA, FIFA, CAF, LFP, BWF, broadcast partners, etc.**)
- Internal co-ordination of multiple competences centres, from technical lead to project management, business analyst, design, pre-sales

KEY PROJECTS

- **Production Services:** TV Graphics, Data Gathering, AR/VR, Digital
- **End-user Experience:** Web & App, OTT – streaming platforms, Fan Entertainment, Editorial content
- **Sport Management:** Competition & Data - News Asset Mgmt

SPORTS MARKETING & PARTNERSHIPS SR MANAGER

FIVB, FÉDÉRATION INTERNATIONALE DE VOLLEYBALL

TV & MARKETING DEPARTMENT

From 2013 to 2014, Lausanne, Switzerland

- Special projects concept and delivery (Trophy Tour)
- RFP management, agencies and marketing affiliates servicing
- Onsite event operations (FIVB World Championships)

OPERATIONS & SPONSORSHIP

RIGHTS DELIVERY COUNTRY MANAGER UEFA EURO 2012™

UEFA, UNION DES ASSOCIATIONS EUROPÉENNES DE FOOTBALL

From 2011 to 2012, Warsaw, Poland

- Official affiliates marketing and media rights activation
 - UEFA-Local Organizing Committee co-ordination
 - Supervising event commercial & partnerships operations for Poland
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EDUCATION

**MBA, "INTERNATIONAL BUSINESS
ADMINISTRATION"
POSTGRADUATE DEGREE**
*University Lille, France
From 1996 to 1997*

**INSTITUT SUPERIEUR DE GESTION
(ISG)**
*Business School Diploma, Paris,
France + ISG Foreign Programme
From 1993 to 1996*

- ◆ New York | Manhattan Institute of Management
- ◆ Tokyo | International Management University of Asia
- ◆ Business seminars across Asia

BACCALURÉAT
High School Diploma, France

MARKETING, BRAND DEVELOPMENT AND EVENT DIRECTOR
OXBOW S.A., OUTDOOR AND ACTION SPORTSWEAR COMPANY
From 2007 to 2010, Bordeaux, France

- Sponsorship, Brand Development and Strategy
- Event operations, marketing and licensing programmes manager
- Team management, sponsorship sales process, global marketing strategy, partner and licensee servicing, contractual rights delivery, sales agency coordination (IMG)
- Solidarity and environment projects manager
- Events: Oxbow World Longboard Tour (surfing), Oxbow Back to Powder (skiing & snowboarding), Kids Week

MARKETING, LICENSING AND OPERATIONS SR MANAGER
FIFA, FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION
MARKETING & OPERATIONS DEPARTMENT
From 2001 to 2007, Zurich, Switzerland

- Account management, client servicing, business development and marketing programme activation, commercial affiliates rights delivery
- Licensing Project Director, brand development, acquisition and management of licensing agents and licensees, E-commerce, rights protection programme
- Event Venue Management, operational duties at FIFA Events (2002 and 2006 FIFA World Cups, U17 & U20 World Cup, Women's World Cup, etc.)
- Supervising commercial affiliates marketing programmes, coordination with Local Organizing Committees, host cities and participating teams
- FIFA Corporate Social Responsibility project manager (UNICEF)

NEW MEDIA AND MARKETING DEVELOPMENT MANAGER
ISL WORLDWIDE, WORLD LEADER IN SPORTS MEDIA AND MARKETING
ISL - ISMM Interactive Department / FIFAWorldCup.com
From 2000 to 2001, Zug, Switzerland

- Supporting new media activities, structuring partnerships and alliances
- Signing and managing Yahoo! as one of the Top FIFA partners and main VIK provider for FIFA.com and FIFAworldcup.com

**EVENT PROJECT MANAGER & INTERNATIONAL FEDERATIONS
LIAISON MANAGEMENT OFFICER**
WORLDSPORT.COM
From 1999 to 2000, Monte-Carlo

- Developing media and digital services for the General Association of International Sports Federations (**GAISF/SPORTACCORD**)
- Launching content-driven online sport portal, under the auspices of S.A.S. Prince Albert of Monaco, with competition live streaming broadcast