**Ian Mathie**

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**Senior BUSINESS Leader – regional Managing director, CoMMERCIAL HEAD**

**Asia-Pacific & Middle East**

### Visionary commercial leader, agile business strategist known for driving the organisation’s overall growth strategy from operational, commercial, and business perspectives. Impressive track record of generating multimillion-dollar business growth and expanding revenue streams. High level commercial knowledge, analytical mindset and effective business decision-maker. Experienced in managing a large balance sheet in a complex, regional business. Harnesses the power of relationships for business success, developing and delivering bespoke services that surpass client expectations. Has a global outlook, embodying cultural sensitivity and embracing diversity.

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**AREAS OF EXPERTISE**

General Management • Brand Partnerships • Project Management • Monetisation of Commercial Rights • Business Development • Strategic Planning & Execution • Data Analytics • Regional Sales Strategy • Media Rights Sales • Fan Engagement • Stakeholder Relationship Management • Event Planning & Operations • Team Management • Digital Media Strategy • New Business Acquisition

**KEY COMPETENCIES**

* **Commercial Partnerships.** Work to improve the organisation’s market position and achieve financial growth as per long-term strategic goals. Identify business opportunities, establish customer relationships, negotiate, and close business deals and maintain knowledge of current market conditions.
* **Regional Strategic Planning and Business Development**. Develop commercially focused business plans across countries with differing practices, cultural diversity, and political environments. Drive business expansion, developing innovative growth strategies to expand in new markets within the region.
* **Business Leadership**. Mobilise, inspire and energise individuals at all levels of the organisation around a vision through clear and consistent messaging. Effectively secure collaboration and commitment to win support for initiatives both inside and outside the organisation and across various stakeholders.

**CAREER HISTORY**

**IM Sports • Singapore**

*Advisory and consultancy for Rights Owners, Brands and Media Owners.*

**Managing Director • Founder Dec 2020 to present**

Project Management, Management Consultancy, Business Development Strategy across, Asia-Pacific and Middle East region for Brands and Rights Owners. IM Sports’ clients have included:

* **Twenty First Group** - guiding and supporting the APAC/Middle East launch of a UK-based sports data analytics and consultancy, with particular focus on business development and commercial sales.
* **Portas Consulting** - providing project expertise, negotiating contracts, commercial and event strategy, and operational implementation, with a focus on Saudi Arabian major events programme.
* **Klikdaily** - advising and successful negotiation of the Media Rights for FIFA World Cup for the territory of Indonesia - securing a 20% reduction in rights fee compared to 2018 event.
* **Jockey World Championships** – advisory and consultancy to develop their Event Calendar within Asia, with a view to securing partnerships with the region’s key racetracks.
* **Weber Grills** – developed Brand Partnership strategy for the APAC business.

**Infront Pan-Asia** **• Singapore**

*Wholly owned subsidiary of Infront Sports & Media, the leading international sports marketing company.*

**Managing Director • Board Member Jul 2013 to Dec 2020**

Pioneered establishment of the global organisation’s Asian-Pacific hub and steered the company to profitability by capturing growth opportunities aligned to the Asian marketplace. Developed and executed the regional strategic business plan, its priorities, investment requirements, financial projections and new business generation. Managed P&L, including revenue growth forecast, total costs control and management. Developed and nurtured key client and partner relationships at the C-suite and senior management levels, identifying their needs and delivering solutions to their key business challenges. Built a resilient and high performing, 25-member team with a clear and focused agenda.

* **Conducted an incisive evaluation and developed a new market strategy** for the regional sports and entertainment landscape, creating a robust business plan directing where the company should play, identifying the best partner opportunities and where, how and when to engage.
* **Personally captured US$ 125M+ in revenue** in combined Media and Sponsorship rights for 2018-21 sales cycle, through client-focused sales plans whilst providing a roadmap to develop revenues across the region.
* **Structured lucrative contracts with multiple football federations and professional leagues** across APAC delivering services that maximised the commercialisation of their media and sponsorship rights.
* **Delivered a 125% increase in Media Rights** revenue in 5-year period for the Group’s media portfolio by accelerating new market expansion and taking the core business deeper into new areas and markets.
* **Led successful New Business acquisition** with 9-year, US$ 300M+ partnership with the Badminton World Federation (BWF). Key results include:
	+ Secured an impressive portfolio of blue-chip partners for BWF including **HSBC, TOTAL, Yonex, Li-Ning**, GoDaddy and 188Bet.
	+ Powered a 30% increase in annual revenue, **a 50%+ YOY growth across all digital and social media platforms and a 53% increase in fan engagement through a comprehensive media and digital strategy.**

**Lagardère Sports and Entertainment • Singapore**

*Sports and entertainment subsidiary of Lagardère Group. Acquired World Sport Group in 2008.*

**Senior Vice President • Member, Asian Management Team Jul 2004 to Jun 2013**

Provided leadership for Asian Football business, with US$ 1Bn+ gross revenues (2012 to 2020), developing vision, strategic plans and regional roadmaps for ASEAN, the Indian Subcontinent and Oceania. Turned strategies into annual execution plans with required investments, expected revenue outcomes and leading KPIs. Spearheaded achievement of commercial and operational performance objectives. Improved margins by driving cost control, profitable sales growth and geographic expansion. As Asian Management Team member, contributed region-specific operational and market insights to the wider strategic agenda. Directed a 10-member team dispersed across ASEAN and Australia.

* **Significantly extended deals with the Asian Football Confederation (AFC), ASEAN Football Federation (AFF)** along with several football associations and professional leagues through revitalised New Business, Strategic Planning and Acquisitions initiatives.
* **Key member of Lagardere’s project team** who were part of the successful consortium appointed by the Singapore Government to develop the **US$ 1Bn Singapore Sports Hub**, with a specific focus on securing content and driving the commercialisation of the venues.
* **Spearheaded Singapore’s successful bid to secure and stage the 2014 to 2018 Women’s Tennis Association (WTA) Finals.** Created the winning business plan, presentations and bid documents, including liaising with multiple Singapore government agencies.

**Vice President, World Sport Group Jul 2002 to Jun 2004**

Senior strategic leader, driving delivery on client commitments to strengthen and steward their brands, related properties and reputation management initiatives. Worked directly with clients to develop initiatives and campaigns that increased engagement with athletes, fans, national governing bodies and other stakeholders. Fostered a cutting edge, outside the box approach to the marketing and soliciting of sponsorships.

* **Secured Suzuki as the ASEAN Football Federation’s (AFF) Title Sponsor**, which replaced Tiger Beer.
* **Restructured and commercialised the AFF Suzuki Cup**, **achieving 58% in Commercial revenues as well as a 73% increase in profitability**, transforming it into the region’s premier football tournament.
* **Ignited Sponsorship growth with US$ 10M in revenue** account management for key brands such as Tiger Beer, Suzuki, Nike, adidas Toshiba, Samsung, ING, Emirates, Nikon, Epson, Maxell and Yamaha.

**ACADEMIC HISTORY**

* Asian International Executive Programme, INSEAD Business School, Singapore,
* BA Hons, Politics, Economics & Social Anthropology, Manchester University, UK,

**MISCELLANEOUS INFORMATION**

**Language skills**: Native English, French

**British Chamber of Commerce:** Start Up, Entrepreneur & Small Business Committee member