

## Executive Management Team

The Executive Management Team is made up of three elements; executive directors; senior executives each with management responsibility for an individual trading division; and representatives of the business development and commercial aspects of the Group's operations. They meet monthly to discuss the implementation of strategy, progress made in meeting targets, resourcing and other group-wide issues and initiatives. The Team discuss individual divisional issues in addition to those common across the Group in order to ensure best practice and experience is pooled in meeting the Company's goals.

### **Piers Pottinger, aged 56**

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### **Christopher Satterthwaite, aged 53**

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### **Mark Smith, aged 54**

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### **Paul Bell, aged 55**

Paul Bell is Chief Executive of the Bell Pottinger Group, Chime's Public Relations Division.

A graduate in history and politics of the University of Cape Town, Paul spent the first part of his career as a journalist, writing and reporting on South Africa's transition from apartheid. During this time he held senior posts on several leading publications, and was a two-time winner of a Mondi Gold, South Africa's leading award for magazine journalism. In the mid-1990s he served as Director of Communications for the country's Electoral Commission, helping deliver its first non-racial, democratic general election. A year later he led the team which produced the Candidature File for Cape Town's bid for the 2004 Olympics.

In 2000 he returned to the UK and was appointed as a Consultant with Bell Pottinger. From 2004 he led the team which built the company's specialised practice in the development and deployment of strategic communications for security-stabilisation and conflict-mitigation. In 2008 he was appointed Chief Executive of Bell Pottinger Sans Frontières, the Chime strategic and geopolitical communications agency. He was appointed to his current role in January 2010.

### **Bart Campbell, aged 39**

Bart Campbell is Chief Executive of the Essentially Group.

Bart has worked in the sports industry, as a lawyer, athlete manager and sports marketer since 1994. In his native New Zealand he attended Otago University obtaining a BA and LLB, subsequently being admitted to the bar as a barrister and solicitor to the High Court of New Zealand in 1994. In the right place and at the right time when rugby turned professional in 1995 he has been able to combine his career with his vocation.

After completing a M. Com. Law (hons) he founded Global Sports Management in 1999 which grew to become the leading rugby union player management business in the world, representing many of the leading figures in world rugby, with offices in the UK, New Zealand and South Africa. Bart was also a founder shareholder of Accelerate Sport & Music Ltd, a niche sports marketing agency focusing on rugby union, whose clients included the British & Irish Lions, the Magner's League, Rugby World Cup 7's Dubai 2009 and the New Zealand Rugby Union. These businesses were acquired by Essentially Group in 2006 at which point Bart became CEO of Essentially in November 2006.

### **Adrian Coleman, aged 46**

Adrian Coleman is Chief Executive of the VCCP Partnership, having been one of the founding partners of VCCP when it was formed in 2002.

Prior to this he was Chief Executive of the AMD Group (Chime-owned) where he oversaw the media group, responsible for publishing, design and online, as well as advertising. Before joining AMD, Adrian was a partner at HHCL & Partners, a Director of IMP and he started his career working for Exxon on the client side. Overall, he has a broad understanding of the marketing mix through his previous experience.

**Sue Farr, aged 54**

Sue Farr has been a member of the Executive Management Team since 2003 and is currently leading Chime's strategic and business development programme.

Previously she was European Managing Director of Golin/Harris, an IPG-owned public relations group, where she ran several businesses across Europe. Most of Sue's client-side career has been spent in broadcasting, firstly as Director of Corporate Communications for Thames Television plc (1990-1993), which saw her launch UK Gold, and subsequently as Director of Marketing for the BBC (1993-2000), where she was responsible for marketing strategy, planning and implementation across all the BBC's public service brands.

Sue is a trustee of Historic Royal Palaces, Non-Executive Director at Motivcom and a director of The Marketing Society since 1984, she was the first woman chair in 1991 – 1992. She was a non-executive director of New Look plc from 1994 until 1996. She was Chairman of The Marketing Group of Great Britain in 1999 – 2001. She was voted the Advertising Woman of the Year in 1997, a WACL Woman of Achievement in 1998 and awarded The Marketing Society 'Grand Prix' in 1998.

**Jim Glover, aged 44**

Jim Glover is the Chief Executive of the Sports Marketing Division.

Jim has worked in the sports marketing industry for over 16 years. After beginning at IMG specialising in golf clients, Jim joined US based golf management company Cornerstone Sports, managing the European office. In 1994 he set up Lighthouse Communications, one of the first independent agencies to offer the corporate world independent, impartial advice on sponsorship. Over the next ten years, Jim built the company into one of the most respected independent consulting agencies in Europe, responsible for creating successful sponsorship programmes for Heineken International, GlaxoSmithKline, MMC and Ford. In December 2005, he oversaw the successful acquisition of Lighthouse by leading sports marketing agency Fast Track and was asked to join the merged company as Managing Director with responsibility for the client-facing elements of the business. Having been the CEO at Fast Track he was asked to oversee the integration of the Essentially brand into Chime's newly formed Sports Marketing Division as Chief Executive.

**Kevin Murray, aged 55**

Kevin Murray is Chairman of the Bell Pottinger Group, Chime's Public Relations Division.

Kevin specialises in the field of strategic communications and reputation management and has years of experience advising chairmen and chief executives, as well as managing complex and global communications projects and departments. He has worked with clients across a wide range of industries, often dealing with organisations going through significant change or suffering a crisis that threatens the future of their business.

Previously he was Director of Communications for British Airways and, before that, Director of Corporate Affairs for AEA Technology, the international science and engineering business that was floated off from the United Kingdom Atomic Energy Authority. Prior to AEA, Kevin was Group Public Relations Manager for Bayer companies in the UK. He is also a former national newspaper journalist, magazine publisher and marketing director.

**Alan Pascoe, MBE, aged 62**

Alan Pascoe is Chairman of the Sports Marketing Division and Fast Track.

Following a successful athletics career in which he represented Great Britain at three Olympic Games and won a silver medal, Alan became involved in sponsorship, where he has worked for over 30 years. This has involved managing and delivering major sports and entertainment programmes, acting as a consultant to some of the world's leading brands and creating and organising some of Britain's most successful events. In the mid-1980s, Alan set up API, which grew to become one of the top three sponsorship, television and sports marketing companies in the world, employing over 300 people in 13 offices around the world. After selling API to the Interpublic Group in 1998, Alan set up Fast Track as a specialist sponsorship consultancy with the initial task of supporting UK Athletics to revive and re-launch British athletics. In September 2003, Alan was appointed to one of his most challenging roles yet as Vice-Chairman of the London 2012 Olympic bid, which was awarded to London by the IOC on 6 July 2005. In 2004 Alan was voted Sponsorship Personality of the Year by Hollis Publishing and has led Fast Track into a hugely successful period of growth and industry recognition, becoming the first-ever company to win back-to-back sponsorship industry awards as well as being nominated as the leading sponsorship agency in the UK by Marketing Magazine in 2005 and 2006.

**Jon Ridgeon, aged 43**

Jon Ridgeon is Chief Executive of Fast Track.

Jon is a former two-time Olympic track and field athlete and world championship silver medalist at 110m hurdles. Post his athletics career, in the early 1990's Jon entered the worlds of sports broadcasting (presenting mainly for the BBC) and sports marketing, initially specialising in rights marketing. When Fast Track was first established in 1998, Jon created the communications department, before moving on to take up a number of roles including Director of Athletics and then Managing Director, with particular responsibility for events, communications and rights marketing. Jon was appointed to his current role in January 2010. In addition to his role at Fast Track, Jon is a presenter for Sky Sports.

**Nick Taylor, aged 57**

Nick Taylor is Group Commercial Director.

Nick began his commercial career as a graduate trainee in the aerospace and medical divisions of Smiths Industries plc. In 1979 he founded Harvard Public Relations, which went on to become one of Europe's leading TMT consultancies with offices in London, Paris and Munich. Following Harvard's acquisition by Chime in 2000, Nick joined the Executive Management Team with responsibility for Chime's overseas offices; he is also a member of the Corporate Development Team handling M&A activity. Nick is a Non-Executive Director of Merityre Specialists and a member of the Chartered Institute of Marketing.