



Chief Commercial Officer

UTMB Group

CANDIDATE BRIEF





Role: Chief Commercial Officer

Reports to: Board of Directors, CEO

Client: UTMB Group

Location: Chamonix, France

Background

AUTOUR DU MONT-BLANC

Autour du Mont-Blanc is a French event management company based in Chamonix, founder and organizer of UTMB® Mont-Blanc (formerly “Ultra-Trail du Mont-Blanc®”). Catherine and Michel Poletti are the primary shareholders, codirectors of the company. UTMB® Mont-Blanc has become a global benchmark in trail running, it is the world’s biggest trail running event, driving the sport’s development for the past 17 years.

OC SPORT

Created in 1998, OC Sport is a global sports marketing and events management company specialising in professional sailing and endurance sports including running, trail running, triathlon and amateur cycling. Operating globally from bases in Switzerland, France, UK, China & USA, OC Sport manages competitive teams and athletes, owns and organizes sport events and provides consultancy to global brands, host venues and other event organisers. OC Sport’s majority shareholder is Groupe Télégramme (French media group).

UTMB® INTERNATIONAL

UTMB® International is a company created between Autour du Mont-Blanc and OC Sport, whose mission is to develop and commercialize UTMB® franchises around the world. UTMB® International aims to contribute to the creation or development of premium events that are open to everyone, inspired by the model and the high-quality standards established by UTMB® Mont-Blanc.

LIVETRAIL®

Livetrail is a company that has created and developed innovative digital services and unique know-how to follow and manage endurance sports events, especially in trail running.

UTMB® GROUP

UTMB® Group is a newco recently born to manage the merger of UTMB® Mont-Blanc, UTMB® International and LiveTrail®, with the broader objective of creating a new pioneering, global and leading trail running circuit, including (but not limited to) all the UTMB® labelled worldwide events. UTMB® Group mission is to become the undisputed trail running market leader, creating new proposals for athletes and the other stakeholders - both from a sporting and marketing perspective





The Role

UTMB® Group is seeking to appoint a highly experienced Chief Commercial Officer, responsible for developing and implementing its Commercial- and New Business strategy as well as for generating new commercial revenue: endemic and non-endemic brands, global and local sponsors, franchises, licenses, hospitalities, exhibitions, other commercial rights. The CCO will be responsible for managing the UTMB® Group Commercial and New Business Development team, including several sales representatives or agencies which could be appointed in different countries. He/she will work with a high level of autonomy and in coordination with the members of the UTMB® Group Executive Committee of which he/she will take part. The CCO will formally report to Rémi Duchemin, Board Member, during a transition period, and then to the CEO once appointed. The CCO will work on improving the existing sales tools and will be asked to create additional or new sales decks, in coordination with our team in charge of marketing and communication. He/She will have to create sales presentations appealing to small, medium and large companies. These responsibilities require 100% of a full-time position.

Key Responsibilities

- Develop a new business development plan and commercial strategy
- Skilfully negotiate and secure global and local deals from sponsorships, licensing and merchandising
- Creation of sponsorship sales tools
- Write, negotiate, and close partnership agreements. Managing the commercial process from start to finish
- Continuously develop new partnership opportunities/ideas across marketing, digital, commercial, technology, etc.
- Leverage athletes/participants of events appropriately from a B2B and B2C commercial perspective
- Collaborate with other stakeholders to create and generate buzz around the brand and events.
- Generate revenue for UTMB® Group based upon defined targets
- Lead and manage the Commercial and New Business Development team
- Support the company's overall strategy and business plan, including the development of new assets that generate incremental revenues
- Maintain the existing client relationships and constantly increase their level of satisfaction
- Assist in the delivery of contractual obligations around existing agreements
- Analyse and evaluate the effectiveness of sales methods, costs, and results
- Manage the revenue budget
- Travel to the UTMB Group's events
- Ensure commercial deals are upheld and clients are represented to the full extent of their expectations

Qualifications & Skills

- At least 10 years' experience in sales & business development
- Commercially focused, target driven with a proven track record in closing high profile commercial and sponsorship deals
- Knowledge and experience in trail running, and outdoor sports are an asset
- Experience in leading the partnership sales activities, ideally from an agency
- General knowledge of the sports business landscape is a must
- Director or indirect media rights experience is a plus





- Track record in developing and closing licensing, merchandising, and other retail related deals
- Proactive nature, the person has a knack for generating revenue
- Flexibility to adapt to multinational and multicultural issues
- Skilled negotiator and mediator
- Excellent leadership abilities
- Knowledge of international sport event business; understanding of trail running principles
- Well-developed network of multinational companies
- A taste for extensive travels around the world
- Strong presentation and communication skills
- Fluency in English and excellent French skills are a must, additional languages are an asset
- Computer skills
- Driving license

