

Dipl.-Kfm.  
**Peter Henke**  
Sport & Marketing



# Executive Search in Sports Management

# Intro



- Experience from 30 years in international sports marketing
- With IMG for ten years
- Concepts and distribution of sponsorship rights in Tennis, Golf, Basketball, Marathon and Athletics
- Marketing and PR for Boris Becker and Michael Stich as well as for German Golfer, Caroline Masson, and Tennis player, Daniel Masur
- Comprehensive management of international sports events for the German Tennis Federation, the ATP Tour, ALBA BERLIN Basketball, Berlin Marathon, ISTAF Berlin and others
- Brand Marketing and PR for the new ATP World Tour
- Media sales for sky Germany and in WebTV

# Situation



- Professionals need Professionals  
Sport as marketing tool requires higher skills from management in events, federations, clubs, agencies and sponsors.
- Lateral Thinking Welcome  
Filling positions in sports management increasingly focuses on know-how and experience from other fields outside sports
- Widen the Playing Field  
Rekruting by „Don't you know somebody...?“ is no longer sufficient.
- Work taken off your Shoulder  
Daily business often does not allow a best possible search.

# USP



- Know-how from more than 100 national and international event projects, marketing, PR and client management with more than € 100 million in acquisitions
- Relief by targeted identification and discreet contacting of potential candidates
- Professional and speedy execution of application and selection process
- Cost conscious Out-Sourcing
- in personal working relationships without expensive structures.

# Service



- Assignment
- Job Description and Job Specification
- Identification and Pre-Selection
- Contact and Shortlist
- Introduction and Selection
- Completion
- Guaranty for renewed search in case of failed trial period

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