



## PRESS RELEASE

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### Jacques Lambert elected 2010 Sport Business Personality



**Jacques Lambert, former Managing Director of the French Federation of Football & President of 2016 UEFA Euro**, was granted yesterday the 2010 Sport Business Personality Award. Succeeding Michel Aulas, awarded in 2009, Jacques Lambert accepted this unique prize in the industry from the hands of the judo champion Teddy Riner, in front of many sports industry leaders, nominees and the event founders, Nathalie Zimmermann-Nénon, CEO of NZConsulting and Bruno Lalande, Director of KantarSport a Kantar Media solution.

**Jacques Lambert reacts:** *"it's an honor for me to receive this award, a real recognition coming from Sport Business professionals, used to carefully analyze our industry's financial results, long-term value creation and needs. The dedication and the observation skills required in our field are qualities that I try to use and apply everyday and in each and every one of the decisions I have to take and responsibilities I'm given to handle. Winning the 2016 UEFA Euro bid is the perfect example to exercise, during a long-term effort, our capacity to think ahead our projects: this European event is not just a month-long media phenomenon, it is also an economic opportunity France should seize and embrace to make the most of it before, during and after the event. Beyond my own satisfaction, I am proud to receive this award on the behalf of our small but united team I managed together with Jean-Pierre Escalettes (French Federation of Football's President), that worked hard and efficiently to win the right to host 2016 UEFA Euro in France."*

#### The unprecedented Podium:

In addition to the laureate, leading the poll with 23.32% of the votes, two Sport Business Personalities emerged as leading figures in this industry in 2010 and join Jacques Lambert on the podium: Jacky Lorenzetti, President of the Racing Métro 92 & President of Ovalto Investissements and Florence Hardouin, Marketing Director of the French Federation of Football earned respectively 14.23% and 11.07% of the votes.

Former student of the prestigious French National School of Administration (ENA), Jacques Lambert has previously worked for 17 years as a member of several State Administrations. He is now entirely dedicating to the organization of international sports events. His first mission in this field was, as Prefect of the Savoie Department, to coordinate the local security operations of the 1992 Winter Olympic Games in Albertville.

In 1993, he became Director of the 1998 Soccer World Cup Organizing Committee. With Michel Platini and Fernand Sastre, he gathered a young and skilled team of 700 employees and 12,000 volunteers to set up an organization unanimously acclaimed for its efficiency and its success.

After 5-year parentheses spent in the Suez -Lyonnaise des Eaux Groupe, Jacques Lambert came back to the Sport industry in 2004 as Managing Director of iSe-Hospitality AG, a Switzerland & Germany-based company. There, he led the hospitality operation team in charge of the conception and sale of the 2006 World Cup in Germany's lodges, headquarters and hospitality villages.

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In April 2005 and at the request of Jean-Pierre Escalettes - newly appointed President - he joined the French Federation of Football as Director. Since May, 28<sup>th</sup> 2010, all his efforts are fully devoted to planning the 2016 UEFA Euro after leading France's bid with success. January 1st, 2009 Jacques Lambert was recognized for his achievements by the French State and was promoted officer of the Legion of Honour.

Cofounders, Nathalie Zimmermann-Nénon (NZ Consulting) and Bruno Lalande (Kantar Media), are delighted with the success of the Personality of Sport Business Award's 2<sup>nd</sup> edition.

Nathalie Zimmermann-Nénon comments that *"beyond their highly diversified profiles and origins, the 11 nominees all share common qualities such as excellence in leadership, will to innovate and strong strategic insights."*

*"Jacques Lambert stood out from the other ten candidates from the earliest stage of the election process, a proof of the total agreement within the industry regarding the 2010 Personality's choice."* highlights Bruno Lalande.

The Sport Business Personality Award is proud to announce the opening of its official website, presenting all the information about this year's edition as well as well documented archives of the 1998-2008 prize: [www.prixdelapersonnalite.com](http://www.prixdelapersonnalite.com)

### About the Sport Business Personality Award:

Created by Nathalie Zimmermann, CEO of NZConsulting (consultancy in marketing strategy and development in sport) and Bruno Lalande, Director of KantarSport, (international and French leader in studies dedicated to Sport Business), the Sport Business Personality Award rewards a leading figure of the sports industry whose outstanding contributions helped to boost the development of the sports business on the French market.

This award was granted for the 1st time in 2009 to Jean-Michel Aulas, President of the Olympic Lyonnais Football Club and successful entrepreneur, for his actions and achievements throughout the past decade to promote and develop the Sport Business. This award, unique in the industry, has been since then attributed every year.

### About NZConsulting:

Based in London, NZConsulting is an international strategy consultancy dedicated to companies in the fields of sport, culture and entertainment. Supported by a network of senior consultants and international experts, NZConsulting helps its clients develop and enhance brand value and its monetisation. NZConsulting specialises on advising clients on revenue optimisation. Among others, NZConsulting works with the ACO (Automobile Club de l'Ouest), European Athletics and the FFT (French Tennis Federation).

### About Kantar Media:

Established in more than 50 countries, Kantar Media helps clients master the world's multimedia momentum through analysis of print, radio, TV, internet, cinema, mobile, social media, and outdoor worldwide. Kantar Media offers a full range of media insights and audience measurement services through its global business sectors - Audiences, Intelligence, TGI and Custom. Kantar Media also include Compete, Cymfony, SRDS and KantarSport. Drawing upon the deepest expertise in the industry, Kantar Media tracks more than 3 million brands and delivers insight to more than 22,000 customers worldwide. [www.kantarmedia.com](http://www.kantarmedia.com)

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