



PRESS RELEASE

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Women and Sports Business



(Florence Hardouin took the 2010 Sports Business Personality Award's 3rd spot last Wednesday, for her daring new strategy at the head of the French Football Federation's marketing Department).

Sector traditionally held by men, sport and its business have undergone an obvious feminization in the past few years: a trend highlighted by this year's Business Sports Personality Award.

Out of the 97 nominees, 10 influent women were spontaneously cited by Sport Business industry leaders and media key figures, and **Florence Hardouin, French Football Federation's Marketing Director and third laureate this year, became the first woman to be part of the winning podium.**

Her most notable achievement in 2010 was to rebound from a less than stellar South Africa Soccer Cup and using the French team crisis to create and introduce a new marketing strategy focused on reinforcing the values and the image of the French Football Federation.

She explains: *"The objective was to show our add-value by establishing a trust relation with our partners, the media and the public, especially after dealing with such a communication and image crisis. We had to take significant decisions and innovate: following the example of many other companies, we decided to set up a bonus/malus system based on customers' satisfaction and the estimation of the French soccer team's popularity. Our sponsoring deals and contract offer now an array of solutions and prices, both fixed and variable. We also decided to bring down the number of our partners to guarantee clearer visibility and more rights".*

While she is surprised by her placement in the Sports Business Personality Award top three, Florence Hardouin feels nonetheless honored to see the hard work accomplished recognized, especially after going through such hard times in 2010.

Other women left their marks on this 2010 edition.

For **Nathalie Zimmermann-Nénon, CEO of NZConsulting** (consultancy in marketing strategy and development in sport) and **co-founders of the Award**, *"Florence Hardouin is becoming the banner-bearer of a new generation of sport business managers who translate winning methods and strategies from other industries to the sports business field. This result [10 women out of 97 candidates] emphasizes a general trend in all industries: talented women are more and more entrusted with key responsibilities and snatching leading positions."*

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Liliane Fretté, founder and manager of Liliane Fretté Communication (PR Agency) and Partner of the Award, recently took part in the launch of the first stadium in France named after a brand: the MMarena hosting LEMANS FC, managed by Sports Business Award nominee Henri Legarda. *"Florence Hardouin's third place brings out the attention on women's ascension in our industry. Could a woman win the prize next year?"*

OFFICIAL PARTNERS



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Fabienne Fajgenbaum, co-founding member of Nataf Fajgenbaum & Associés and Partner Award adds: *"My involvement in this field started in 1988 with the legal support of Albertville's OCOG, under Jean Claude Killy and Michel Barnier presidency. Ever since I have been observing, through many cases the firm and I were dealing with, the constant growth of women's involvement, serving the Sports Business industry with skills and leading expertise."*

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

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