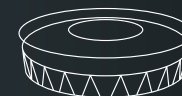


CHIEF COMMERCIAL OFFICER

FOR E20 LLP

LONDON
STADIUM



QUEEN
ELIZABETH
OLYMPIC PARK



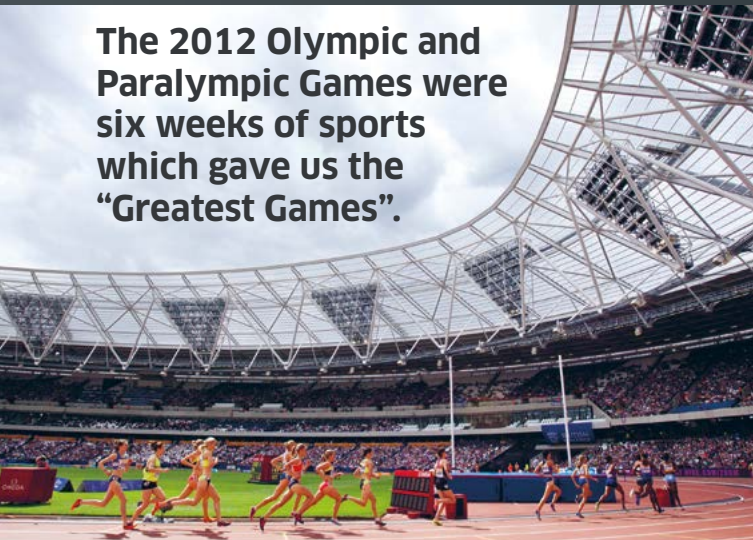
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THE 2012 OLYMPIC AND PARALYMPIC GAMES

The 2012 Olympic and Paralympic Games were six weeks of sports which gave us the “Greatest Games”.



At the London Legacy Development Corporation we are proud to deliver, on behalf of the Mayor of London, the most successful Olympic legacy programme creating new neighbourhoods, business districts, a Park and venues used by millions every year, a huge range of jobs and skills opportunities and, still to come, a world-leading new culture and education district in East Bank. We are instrumental to making east London the fastest growing area of the capital – creating a dynamic new global centre for the city and delivering new opportunities for local people.

At the heart of our regeneration story is the London Stadium. On behalf of the Mayor of London, the management and operation of the Stadium is led by E20 LLP, a company wholly owned by the LLDC.

The London Stadium, already rooted in Olympic history, has now come to life through its transformation into a world-class venue - a home for West Ham United and UK Athletics, with a proven record of hosting sporting and music events on a global scale. It is a genuine asset for London, playing a vital part in driving local growth and investment; and cementing London's reputation on the global stage. It is also the focal point of the Queen Elizabeth Olympic Park sitting alongside other superb legacy venues such as the Copper Box Arena, London Aquatics Centre and Lee Valley Velo Park.

Although events at Queen Elizabeth Olympic Park bring millions of pounds in to the London economy there is still more to be done to bring down the public subsidy it requires. On the back of improved relationships with our key tenants and a renewed focus on commercialising the incredible facilities the Olympics has left us, we know that more can be done to promote the superb assets of these outstanding venues and Queen Elizabeth Olympic Park.

East Bank brings even more opportunity, as we develop the most significant cultural and education district in a generation. This will be a new destination welcoming world-famous brands including V&A, Sadler's Wells, UCL, UAL's London College of Fashion and the BBC to the heart of the Park.



The Park has been a vital open space for London during the Covid-19 pandemic and the regeneration success story makes our story more relevant than ever as London recovers. Coming out of the crisis presents challenges but it is also a place that offers the unique environment of space and opportunity that can lead London to a better future.

We now require an exceptional leader to ensure excellence in service delivery and drive commercial efficiencies and synergies across all our assets. With the right levels of senior experience in a related field, demonstrating tenacity and resilience, you will be key to realising the full potential of this exciting project.



Lyn Garner

Chief Executive, London Legacy Development Corporation



Nicky Dunn OBE

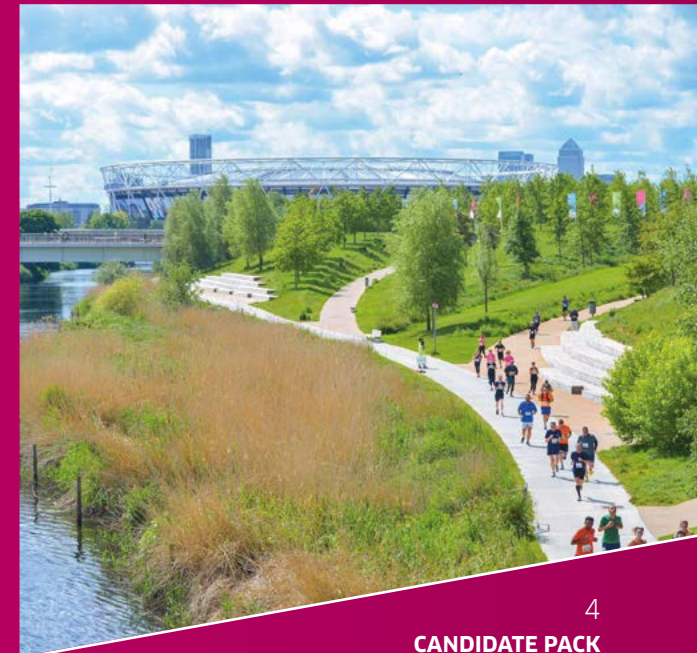
Chair of E20 Board
LLDC Board Member



2012 – THE GREATEST GAMES & LASTING LEGACY



The 2012 Games has delivered the most successful Olympic legacy. Jobs, investment, housing, a Park and venues used by millions every year.





OVER 30 MILLION VISITORS TO DATE

A free to enter park boasting world – class sports facilities, used by everyone from diving hero Tom Daley to netball players from the local schools, and quality attractions including the world's longest tunnel slide and award winning gardens.





SPORT AROUND THE PARK



In the last 18 months at the Park we are proud to have hosted World Cup Hockey, World Championship Cycling, International Netball, World Diving, World skateboarding, championship boxing, e-sports, top-class basketball, Federation Cup Tennis and community events every week.



LONDON STADIUM MULTI- PURPOSE VENUE

At the heart of the legacy. Bringing Premier League football, international athletics, Major League Baseball and Summer concerts in to the Park.



An aerial photograph of Tottenham Hotspur Stadium, showing its distinctive white, rib-like roof structure and the green pitch inside. The stadium is surrounded by urban development and a river in the background.

PLAYING IN **THE WORLD'S GREATEST** LEAGUE

60,000 seats in football mode with the potential to increase capacity to **62,500**

UEFA 'Category Four' stadium status



80,000 CAPACITY FOR CONCERTS

A high-angle, wide shot of a large crowd of people at a concert inside a stadium. The crowd is dense and fills the lower tiers of the stadium. Bright stage lights, including a large red light, illuminate the scene. The stadium's steel structure is visible in the background.

80,000 capacity for concerts
including free-flow between the
field of play and lower tier

58 trains per hour from Stratford

Served by **20 bus routes**

THE OPPORTUNITY

- Lead, review and deliver an effective and overarching Commercial Strategy for London Stadium and Queen Elizabeth Olympic Park and venues to drive appropriate brand positioning and commercial revenue streams
- Provide strategic commercial direction to the London Stadium Executive Team by determining and communicating clear strategic commercial objectives, and leading on commercial negotiations
- Ensure maximisation of commercial outcomes at London Stadium and review and maximise commercial opportunities arising in and around Queen Elizabeth Olympic Park and venues to ensure complementary activity, digital exploitation and cost effective organisational structures, sponsorship and marketing
- Drive the business transition from the traditional park and venues model to promote a global destination with an enhanced reputation for excellence and an increased and diverse customer base
- Deploy, motivate, manage and develop resources to ensure maximum organisational effectiveness in line with the strategic plan
- Drive the quality, clarity and focus of the annual E20 Group Business Plan and Budget ensuring alignment with the Commercial Strategy
- Work in a matrix fashion with relevant LLDC Executive Directors providing leadership and expert challenge to lead and direct commercial activity and maximise revenue streams
- Consider contractual arrangements across LLDC, E20 and London Stadium to ensure the delivery of appropriate commercial outcomes and propose as appropriate such organisational alignment as to deliver the best commercial outcomes across the group
- Initiate and secure long term sponsorship and partnership strategies to ensure the delivery and growth of high value commercial agreements
- Drive continuously improving commercial performance of all venues and the park through challenging and ambitious targets
- Promote and oversee key investment projects for the organisation and ensure ROI is measured and transparent
- Continue the best of personal and corporate relationships with all key business and commercial partners
- Champion protection of all that makes Queen Elizabeth Olympic Park and its venues special as it builds on its national and global brand.



CHIEF COMMERCIAL OFFICER

QUALIFICATIONS AND EXPERIENCE:

- Substantial and proven success as a senior leader in a complex and consumer facing business with significant P&L and balance sheet accountability
- Significant track record of achievement in leading the development and execution of commercial growth strategies, encompassing product development, digital transformation and expansion of existing revenue streams
- Demonstrable experience of successful initiation and closure of innovative sponsorship and partnership led revenue-generating initiatives
- Proven ability to establish a strategic vision for a business and to lead the organisational management and cultural changes to realise that vision.
- Demonstrable experience of engaging a diverse audience and wide spectrum of stakeholders behind a vision
- A strong track record of delivering against demanding targets with proven success in generating growth
- Significant experience in business development and the building of successful commercial and financial relationships with third party partners
- Proven negotiating skills in both commercial and financial transactions
- Experience of proactive management of business risk and compliance issues that have the potential for reputational damage or adverse industry impacts.

SKILLS AND PERSONAL ATTRIBUTES:

- Outstanding leadership skills, someone who demonstrates passion and who will enthuse and inspire employees
- Politically astute, with a high level of integrity and an open style able to build trust and effective working relationships with all stakeholders
- Authoritative, effective, robust and resilient; a high impact, articulate individual, tactful and open in communicating with others
- Leads in terms of commitment and work ethic by personal example
- An analytical, numerate and disciplined thinker who has the ability to think complex issues through and develop effective solutions in a timely manner
- Energetic persuasive and engaging personality with inspirational leadership capabilities
- Able to devise the 'big picture' and effectively communicate this to employees and stakeholders.

To apply for this opportunity,
please submit your CV and
Equal Opportunities form to
e20llp@savannah-group.com

