



# GLOBAL SPORTS

## WHO WE ARE

Sainty Hird & Partners is a leading executive search and assessment firm. We act as trusted advisors to boards, executive teams and human resources across the following sectors:

- **Sports**
- **Investor-Backed Companies**
- **Financial Services**
- **Professional Services**
- **Technology**
- **Public Sector**

Headquartered in **London**, we have offices in **New York** and **Zurich**, and conduct assignments across the UK, Europe and North America.

## WHY WORK WITH US

A critical competitive differentiation lies in all our assignments and assessments being Partner-led, which means exceptional advice and insight and a proven ability not only to source strong and diverse candidates, but also to close searches successfully.

We pride ourselves on our cross-practice, collaborative approach to Executive Search. This collaboration ensures our clients have access to the widest possible pool of talent, and that they receive a broad perspective, seamless search processes and impactful placements.

## THE BENEFITS OF OUR APPROACH

### SEAMLESS MULTIPLE HIRES

We can seamlessly fill multiple roles across a single institution, ensuring skills hired are complementary and placements' aims are aligned.

### SECTOR SPECIFIC OR BROAD REMIT

Whether a role has a specific sector remit or needs to cover a variety of areas – we have access to the right talent for each role.

### UNPARALLELED NETWORKS

Cross-practice collaboration ensures we find and engage candidates with relevant, transferable skills that would have been undiscovered in a 'single practice approach.'

# GLOBAL SPORTS PRACTICE

Our Global Sports Practice advises rights holders, governing bodies, teams, leagues, broadcasters, sponsors, and investors across the global sports ecosystem on building world-class leadership teams.

Our work spans executive and board search, leadership assessment, succession planning, and strategic advisory on governance, culture, and team performance. We specialise in placing transformational talent in CEO, commercial, marketing, communications and board-level leadership roles.

With over 30 years of expertise, Sainty Hird & Partners is a values-driven, B Corp certified leadership advisory firm, trusted by clients across the UK, Europe, the Middle East, and North America. Through a global platform and a deep commitment to excellence, integrity, and diversity, we help organisations shape leadership that reflects the scale, ambition and complexity of modern sport.



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## Recent Assignments

### Creative & Digital

Creative Director  
Digital Lead  
CRM Director  
Retail and E-Commerce Director

### Communications & Commercial

Chief Communications Officer  
Head of Corporate Communications  
Partnership Director  
Commercial Director

### Marketing & Brand

Chief Marketing Officer  
Marketing Director  
Brand Director  
Merchandise and Brand Director



**AMG**  
**PETRONAS**  
FORMULA ONE TEAM



**FORMULA***e*



**SAILGP™**

