

Aspire Academy and Leaders launch "Leaders Under 40 Awards" in London

London, 8 October 2014. On Wednesday evening, the official launch of the "Leader Under 40 Awards", a project of Leaders in partnership with Aspire Academy took place at the world famous BAFTA's in London and 100 leaders in sport from all over the world were invited.

In course of this event, where Aspire Zone Foundation CEO Mr. Khalid Al-Sulaiten was also present, the idea behind the "Leaders Under 40 Awards", that will be awarded from 2015 on, was presented.

"The sports industry is at a crucial stage of its development, with innovations, strategies and ideas now being driven by a younger generation of sports executives. We feel that it's time to acknowledge these achievements," said James Worrall, CEO of Leaders.

"It takes a great deal of hard work and intrinsic talent, of generosity and teamwork, and of course little bit of support and encouragement from equally supportive members who believe in the potential of tomorrow's senior leaders. This is why we are elated to be co-organizing partner of the "Leaders Under 40 Awards," said Ivan Bravo, Director General of Aspire Academy.

From next year on sport executives are going to be awarded in the categories sales/commercial; leadership/governance/strategy; marketing/communications; brand/sponsoring; digital/technology; media/broadcasting. To decide who should win the awards, a number of sport leaders have been enlisted such as Ian Ayre, CEO of Liverpool FC, Bruce Buck, Chairman of Chelsea FC or Scott O' Neil, CEO of the Philadelphia 76ers. Furthermore Aspire Academy is going to award the most inspiring leader in sports each year with a special award designed by Lorenzo Quinn.