

SPORT MANAGEMENT, PUBLIC RELATIONS & EVENT SERVICES



ICOM 

CASE STUDIES



UNITED KINGDOM BRAZILIAN JIU JITSU ASSOCIATION

CEO services, 2025 – 2026

- Managed the 2025 Board and Council elections in line with constitutional and legal requirements, setting up online voting system and organising AGM.
- Managed handover of the entire administration, to include organisational restructure, review and reestablishment of all processes, and onboarded new board and council delegates.
- Assigned all CEO responsibilities including Financial Management.
- Responsible for the 2025 – 29 Strategy and Activity Plan and its implementation.
- Identified and secured new strategic partnerships and commercial opportunities.



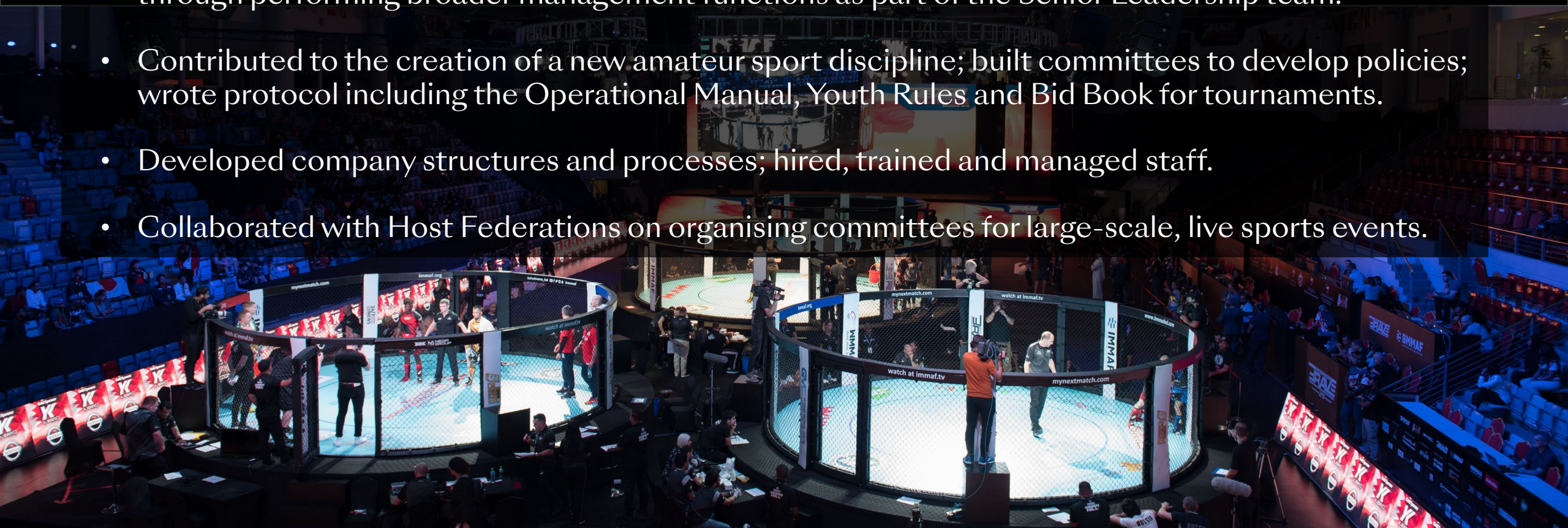
INTERNATIONAL MIXED MARTIAL ARTS FEDERATION



Director of Brand & Communications, 2014 - 2022

Role:

- Pivotal to the establishment and growth of an international, non-profit, sport governing body through performing broader management functions as part of the Senior Leadership team.
- Contributed to the creation of a new amateur sport discipline; built committees to develop policies; wrote protocol including the Operational Manual, Youth Rules and Bid Book for tournaments.
- Developed company structures and processes; hired, trained and managed staff.
- Collaborated with Host Federations on organising committees for large-scale, live sports events.



INTERNATIONAL MIXED MARTIAL ARTS FEDERATION

Annual Organisational Growth, 2014 - 2022

Year	2014	2022
Member nations	35	110
Competitions	1	8
Media reach / value	n/a	14 billion/ £128M GBP



Achievements in Communications, 2014 - 2022

- Developed operational processes in communications, creative, production, and broadcast departments from scratch to a projected annual operating budget of £240K in 2020.
- Secured annual funding of up to \$1.2M USD and hosting rights fees of up to \$2.5M through creation of robust strategic plans, sponsorship, funding bids, and annual reports.
- Acquired 9.3 billion annual, audience reach in earned media coverage with £86M GBP equivalent advertising value (2021); 14 billion reach and £128 million GBP advertising value (2022)
- Established IMMAF's OTT platform and PPV offering and achieved potential audience of 80M+ in television broadcast deals, including Fox Sports, BT Sport, The Sun Online and POLSAT.
- Gained traction with influencers in the Olympic movement through public affairs, worked as part of a task force to successfully legalise MMA in France and contributed to the Council of Europe's review on MMA.
- Led internal communications and PR consultancy across 110 national federations worldwide whilst supporting in public affairs, e.g. leading on crisis communications to prevent a sport ban in Ireland.



PROTECT

SAFE MMA CHARITY

Founder/ Trustee
2011 - 2022



- 2011 – 2012: Founded SAFE MMA to protect the safety of MMA competitors in the UK and Ireland, due to lack of regulation.
- 2011 – 2014: Managed the formation and administration of the project and partnerships with national federations and promoters.
- 2015: Developed Safe MMA partnership with the International Mixed Martial Arts Federation.
- 2016: Managed Crisis Communications to prevent ban on sport in Ireland with Safe MMA providing de facto regulatory standard.
- 2018: Achieved UK registered charity status for Safe MMA (no. 1181268).
- 2018 – 2022: Performed as Charity Trustee.



INTERNATIONAL FUNCTIONAL FITNESS FEDERATION

Project: Commercial Strategy, 2022

As a young volunteer-led international sport federation, iF3 required a strategy for the seeking of commercial investment or start-up funding for its international competition series to achieve profitability.

The writing of a commercial strategy required the identification of commercial opportunities and potential revenue streams, an evaluation of assets and a practical plan to develop these for investment, with a realistic five-year financial forecast..





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HEXAGONE MMA

Project: Media Relations to establish French event promoter in English language media to support DAZN and BT Sport broadcast deals.

HXMMA 6, Paris - Jan 2023
Audience reach: 424 million

HXMMA 7, Poitiers - Mar 2023
Audience reach: 66 million

HXMMA 8, Beziers - June 2023
HXMMA 10, Orange – July 2023
Audience reach: 89 million

HXMMA 11, Nantes - Aug 2023
Audience reach: 327 million



HEXAGONE MMA



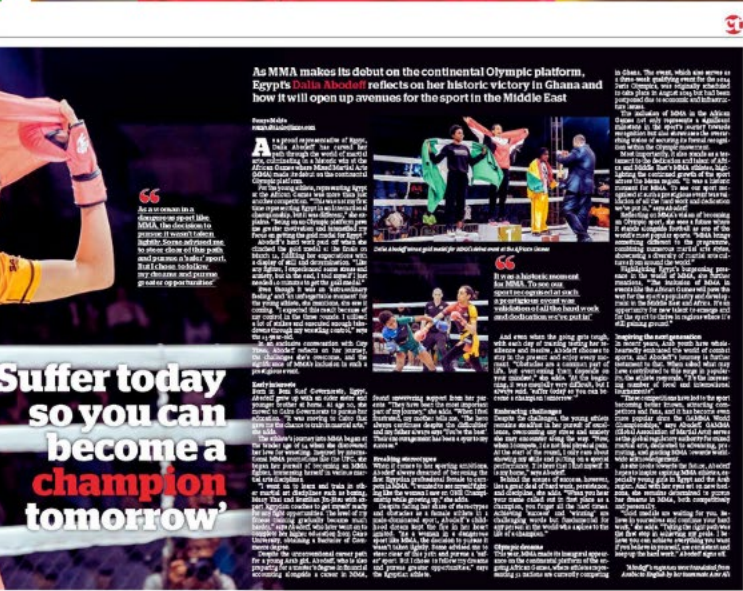
GAMMA 2024 WORLD CHAMPIONSHIPS

Client: Global Association of Mixed Martial Arts
Location, Indonesia, December 2024

Role: Director of Event Communications (multi-platform management; recruitment and direction of social media and photography team; coordination with host and partner PR, broadcast and data teams; in-house journalism, PR and media relations.)

Media Coverage:

- Audience reach: 2.26 billion+
- Media value: \$20,500,000 million
- Pieces of Coverage: 310+
- Social Media views: Instagram - 1M with 544.7% increase; Facebook - 587,979 with 801% increase



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MMA IN 2023 AFRICAN GAMES

Client: Global Association of Mixed Martial Arts
Location: Ghana, March 2024
Role: Public Relations

Media Coverage:

- Audience reach: 98.3 million+
- Media value: \$909,000 USD+
- Pieces of Coverage: 100+

GAMMA
GLOBAL ASSOCIATION OF
MIXED MARTIAL ARTS





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COUCOU BEBE 75018 PARISH FASHION WEEK

Client: A/POLITICAL

Location: Paris, January 2025

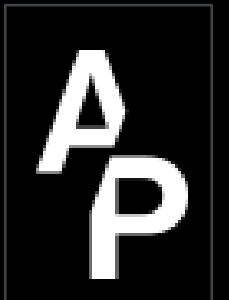
Role: Technical Consultant for the organisation of an MMA event as catwalk for CouCou Bebe's launch collection at Paris Fashion Week. Secured sponsorship and organised the filming of a documentary.

Outcome:

Partnerships: Hexagone MMA, Diageo, SAFEJAWZ

Media Coverage:

- Reach: 77 million
- MIV: €403,000
- Pieces of Coverage: 77



ARABS MMA

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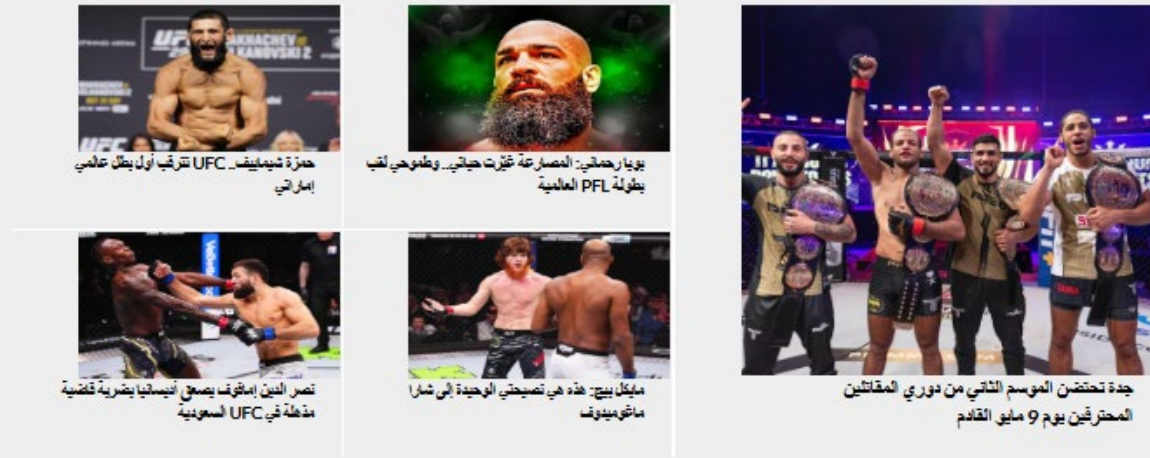


Project: Business Plan, 2023

Market research and writing of business plan with projected financial forecast to raise investment for Arabs MMA website.

The mission of the Arabs MMA news platform is to become a driving force in the promotion and development of homegrown, Pan-Arab MMA, as a gateway to specialist services in a sports value chain attracting unrivalled investment in the Middle East.

Arabs MMA has secured a place in an investment incubator in the UAE as a result of the business plan.





PROFESSIONAL MMA

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2010 - 2023

Public Relations

Headed PR, media and partner relations for Channel 5, arena broadcast show **BAMMA**, securing flagship domestic and international coverage. Provided PR services for Hexagone MMA and UCMMA/ Cage Rage.

Partnered with UFC, BRAVE CF and UAE Warriors media teams in delivery of partner events , PR and public affairs projects.

Sport Governance and Regulation

Provided consultancy to UFC, BRAVE CF, KSW and a range of promoters globally on governance and regulatory matters.



The rise
Mixed martial
fastest-grow
is a hit in ma
takes a class


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MF meets MMA fighter Andre Winner

The winner takes it all

MF caught up with Andre Winner ahead of his BAMMA lightweight title fight with Rob Sinclair
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By Ben Ince

September 2012


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MOD NEWS LASTS

Why it's time the UFC snapped up BAMMA star Tom 'Kong' Watson

The time has come for one of the UK's best fighters to step up and fight in the UFC. All he needs is a contract. MirrorSport's Simon Head explains why

 27 Mar 2012 10:07
[f](#) [t](#) [p](#) [v](#) [w](#)


This weekend I made the trip from Kent to Birmingham to watch what was hopefully the last domestic bout for a British fighter who deserves a crack at the big time. Middleweight Tom 'Kong' Watson successfully defended his BAMMA World Middleweight Championship with an entertaining second round TKO of BAMMA's British Middleweight Champion, the previously undefeated paragon Jack 'Hammer' Hammer.

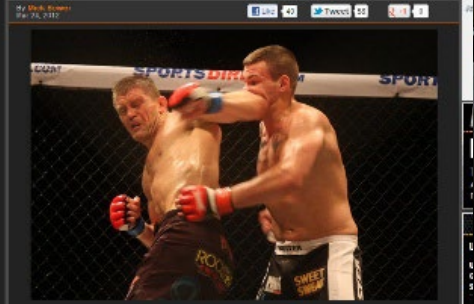
Watson is, along with Referee Fighting Championship Middleweight champ Hector Lombard, one of the best middleweights not currently in the employ of Zuffa, the parent company of both the UFC and Strikeforce. Both men are the fit in smaller, pro and have colleagues their current promotional homes. In Watson's case, his contract is now up and is free to move to whatever promotion he can do a deal with.

I caught up with him after his bout with Hammer at BAMMA 9 and it was clear where he wants to be - the UFC.

"That's where all the good guys are," Watson explained. "If you look at the top 20 in my division they're all in the UFC, with one or two in Strikeforce, so we'll see what happens."

"My contacts up to well speak to BAMMA and well speak to whoever else wants to talk," after paying his dues domestically and building a significant following here in the UK, the time is right for the UFC to snap him up.


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TOM WATSON STOPS JACK MARSHMAN AT BAMMA 9, RETAINS MIDDLEWEIGHT CROWN
 By Mark Evans
 Mar 25, 2012


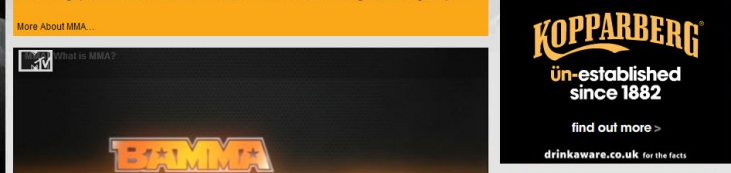
BIRMINGHAM, England - Tom Watson scored a second round TKO over Jack Marshman to retain his BAMMA Association of Mixed Martial Arts middleweight title in the main event of BAMMA 9 at the National Indoor Arena on Saturday.

The crowd was bolstered by a large contingent from seeing practitioners. Marshman's segment, and the atmosphere was cranked high in anticipation of the fight. Both combatants set off at a furious pace, with Marshman trying to find his range, while the experienced Watson pushed him off with punches and kicks. 'Kong' had the better of some vicious exchanges, but also suffered a cut above his eye for his troubles.

The second stanza continued in the same fashion, with both men looking to land big shots. Marshman continued to press forward despite taking a number of heavy hay make, but Watson's more varied arsenal brought the best of the best.

MIXED MARTIAL ARTS

MMA is widely talked about as the 'toughest sport in the world', 'the ultimate fighting sport' and 'the world's fastest rising sport'. It is called Mixed Martial Arts since it fuses a mixture of striking and wrestling disciplines.

[More About MMA...](#)


BAMMA
WHAT IS MMA?

MMA | What is MMA?

Mixed Martial Arts | Top 5 Fight Finishes

Mixed Martial Arts | Przemyslaw 'Misiak' Mysiala

KOPPARBERG
Un-established since 1882
find out more >
[drinkaware.co.uk](#) for the facts

BAMMA
BRITISH ASSOCIATION OF MIXED MARTIAL ARTS
Check out Europe's leading Mixed Martial Arts organisation with an international roster of fighters

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Students fight for the right to be black

Russell Jenkins

Combatants punch, grapple and kick for a mainly pay-per-view audience in the nearest equivalent to fighting with no holds barred — but it may soon be rewarded with a Cambridge blue.

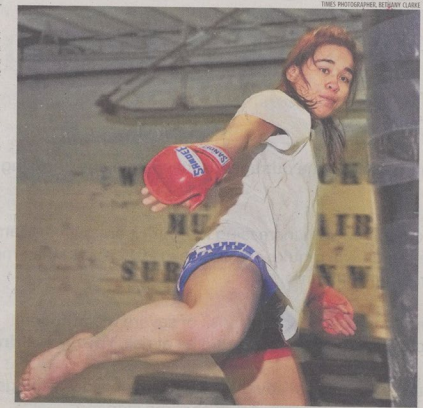
Cage fighting, known more formally as mixed martial arts, is often perceived as the preserve of the muscle-bound where fighters with outlandish names perform in a garish atmosphere of explosive violence.

It attracted unwelcome headlines last September when a YouTube video showed an alcohol-fuelled audience baying as eight-year-old children grappled inside an iron cage at a labour club in Preston, Lancashire.

But students at the University of Cambridge are hoping to achieve full blue status for cage fighting.

A small-but dedicated group of undergraduates, who form the Cambridge University MMA (Mixed Martial Arts) Society, are anxious to change popular perceptions and align the sport alongside judo, taekwondo and jiu-jitsu. The society's stated aim is to "combine a world-class academic education with a world-class education in mixed martial, muay Thai and Brazilian jiu-jitsu".

About 15 members are coached twice a week in heel hooks, leg locks, flying guard pulls, take downs and sweeps by Luke "Mr Bigsaw" Barnatt, an undefeated professional fighter based at the Taitani Fight Gym in



Rosie Sexton, a Cambridge graduate, is one of the world's top female MMA



compete against each other for five consecutive years. The committee will enter a competition to be awarded blue.

Mathias Lidgren, a 21-year-old student from Sweden and founder. He said: "The perception that cage fighting is only for sweaty men is wrong. He likens it to a sport."

The society has been found a gym which is high level professional fighters need the student newcomer gym is also home to Flame Olivier.

Mr Lidgren, who is a time weightlifting and to portray cage fighting

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'Another day at the office': Alex Reid nurses a black eye as he distracts himself from Chantelle drama with cagefighting session

By EMILY SHERIDAN

PUBLISHED: 23:32, 7 November 2012 | UPDATED: 01:33, 8 November 2012

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He's been taking a battering in the press with a slew of accusations by his ex-fiancee Chantelle Houghton.

But it looks like Alex Reid is rolling with the punches - literally - as he worked out some frustration at the gym.

The 37-year-old ended up battered and bruised after a cagefighting session on Wednesday.



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► **GOLDEN GLOBES NOMINATIONS 2013:** Steven Spielberg's Lincoln leads pack with seven nods Five apiece for Argo and Django Unchained

► **The luckiest little boy in the world:** Colleen Rooney takes her son Kai on a magical trip to Lapland WAG played in the snow with her young lad in tow

► **Another night, another girl:** X Factor winner James Arthur pulls (literally) Holding on tight to mystery brunette on the way to the fast

conference in which the unfortunate Louise Wanless, the club's media and communications manager, had to plead for the question not to be continually asked of him.

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