

SPORT MANAGEMENT, PUBLIC RELATIONS & EVENT SERVICES



ICOM



CASE STUDIES



UNITED KINGDOM BRAZILIAN JIU JITSU ASSOCIATION

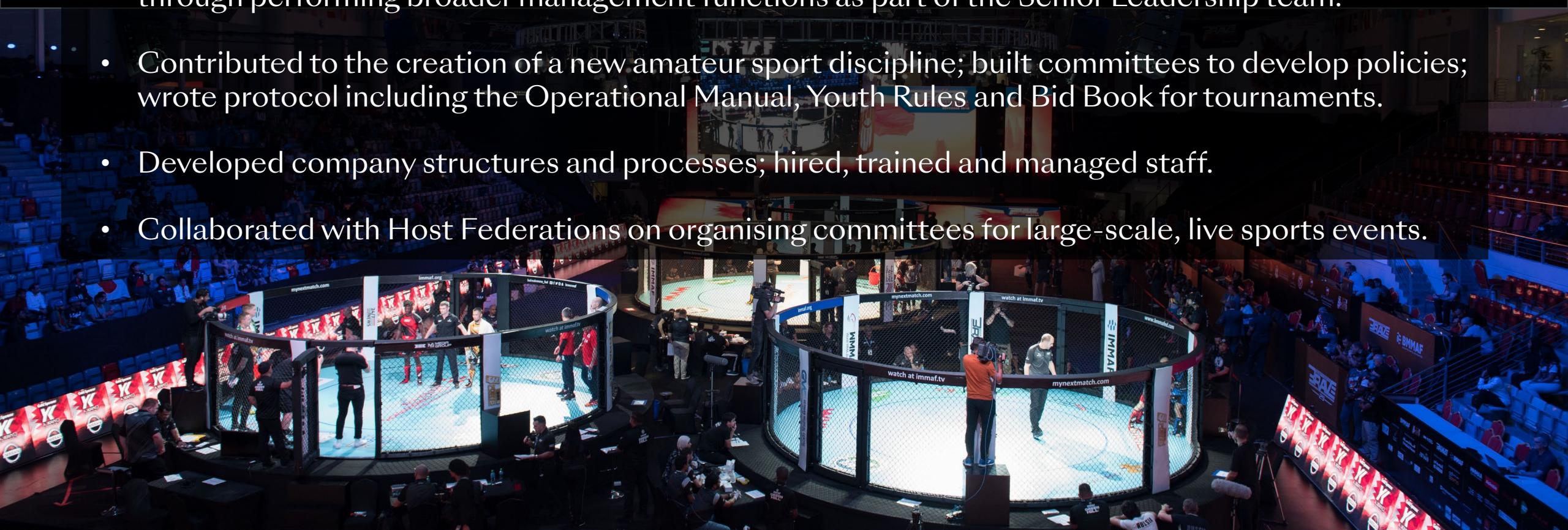
CEO services, 2025 – 2026

- 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.

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.

SAFE
MMA[®]



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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, Béziers - 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



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





COUCOU BEBE 75018 PARISH FASHION WEEK

Client: A/POLITICAL

Location: Paris, January 2025

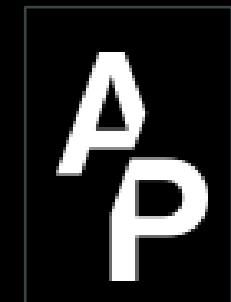
Role: Technical Consultant for the organisation of an MMA event as catwalk for CouCou Bebe's launch collection at Paris Fashion Week. Secured sponsorship and organised the filming of a documentary.

Outcome:

Partnerships: Hexagone MMA, Diageo, SAFEJAWZ

Media Coverage:

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





حفلة شبابيك UFC، تترقب أول بطولة عالمية إعلانية



بوبا رحمني: المصارعة غيرت حياتي. وطموحي لقب بطولة PFL العالمية



جدة تحضن الموسم الثاني من دوري المقاتلين المحترفين يوم 9 مايو القادم



نصر الدين إبراهيم يضع أنيساليا بضرر قاتمة مذهلة في UFC السعودية



ميكيل بير: هذه هي تصفيحتي الوحيدة إلى شاشة UFC السعودية



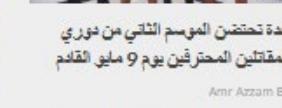
الأحد - PFL
كاريير الأبطال العربي "جاذبة" ملائكة في 25 يناير 2025 18



الأحد - PFL
مصطفى تار: أحرق قرارات شخصي وسافر عليه في "كاريير الأبطال العربي" January, 2025 21



الأحد - UFC
جون بيكتل وفقر الدين يلتصنان جائزة خاصة في FC 971 في 5 مايو 2024



الأحد - UFC
في بيير: كيور بادوكينا يخضع جيريمي بيدرو بطارقة رائحة في "بن 166: قطر" March, 2024 2



الأحد - UFC
قارس زيم يقصي على مايك ديفيس بعد حمام دم في UFC السعودية February, 2025 1



الأحد - UFC
مايكل بير يلحق الهزيمة الأولى يشارا ماغوميدوف في UFC السعودية February, 2025 2



بوبا رحمني: المصارعة غيرت حياتي... وطموحي لقب بطولة PFL العالمية Amr Azzam By



أعراب مصارع الوزن الثقيل الإيراني المعروف بوبا رحمني، عن سعادته...

ARABS MMA

ICOM

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.

ARABS
MMA
ARABSMMA.COM



PROFESSIONAL MMA

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.

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FINANCIAL TIMES

TECH MARKETS GRAPHICS OPINION WORK & CAREERS LIFE & ARTS HOW TO SPEND IT



Mirror SPORT
The big event for the BIG fans

FRONT PAGE NEWS SPORT 3AM LIFESTYLE MONEY PLAY

FOOTBALL

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

Simon Head

Follow @simonhead

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