



Mentor Bio



Rob Smyth

A successful Commercial Director with experience of leading organisations through the commercial landscape, with expertise in: strategically building a commercial marketing plan; creating campaigns; leveraging opinion leaders/athletes; brand management and generating and activating sponsorship. Strengths include: generating commercial revenue, maximising sponsorship relationships; managing elite athletes; developing and executing owned, earned and paid media strategies; motivating and developing a high performing team; driving creativity in others and strategically approaching problems using experience and market insight. With over 20 years of work experience including both rights holders and brand side.