

## 7 | Background Information

# Selected Infront Management Biographies

### **Philippe Blatter, President & CEO**

As President & CEO, Philippe Blatter is responsible for the group strategy and leads the Group Management Committee in charge of the operational business. Prior to joining Infront Sports & Media, he spent 11 years working for the international top-management consulting firm McKinsey & Company as a Partner, leading the worldwide McKinsey Sports Practice. Philippe Blatter has worked extensively in various organisations/fields related to sports business and is a board member of the non-profit organisation Right To Play Switzerland. He holds a Master of Science degree from the Swiss Federal Institute of Technology in Zurich (ETH) and an MBA degree from the Kellogg School of Management at Northwestern University in Evanston, Illinois, USA. In his spare time he is an avid Ironman triathlete.

### **Bruno Marty, Executive Director - Winter Sports**

Bruno Marty heads the Group's Winter Sports division and is also a member of the Infront Board. As former CEO of the Swiss Skiing Federation "Swiss-Ski", Marty is able to provide expert knowledge on all topics related to commercializing and expanding Infront's winter sports properties. He has spent more than ten years in sports business, launched two sport schools and built up the Sports Practice for McKinsey & Co. (he also headed McKinsey's Swiss Practice). Marty holds a business degree from the University of St. Gallen and an INSEAD MBA.

### **Günter Netzer, Member of the Board**

As a member of the Infront Board, Günter Netzer plays a key role in representing Infront in the world of sport, acting as an ambassador for the group. Netzer, Germany's Footballer of the Year in 1972 and 1973, represented his country in 37 international matches during the 1970's and became one of the best known and most highly acclaimed football players in Europe. His football career has been followed by a successful involvement in television, as ARD's best known football commentator; in journalism, as a columnist for Sport-Bild and Blick, and in sports marketing.

 For further information see: [www.infrontsports.com/about-us/group-management/](http://www.infrontsports.com/about-us/group-management/)