

Executive Bio

Ma Guoli

CEO & Managing Director, Infront China

Ma Guoli (55), the new CEO & Managing Director of Infront China (as of 1 January 2009), is one of the most influential figures in the Chinese sports and broadcasting industry. He joined Infront Sports & Media following his successful three-year role as the Chief Operating Officer of Beijing Olympic Broadcasting (BOB) - the company responsible for producing the 2008 Olympic Games television coverage.

Perhaps best known as the founder of CCTV-5, China's first and most important sports TV channel in China, he is also a recognised figure throughout the sports industry world and has proven his executive credentials through his high-profile involvement in delivering the host broadcast of the Beijing Games.

He was born in Beijing on 4 April 1953. At the age of 16, he trained and became an Aerial Photographer for the Chinese Army.

In 1982, he graduated from the Beijing Broadcasting University and joined China Central Television's (CCTV) sport department, "running around the country" as a sports journalist. In 1984, he studied in Germany with one of the German television networks for one year.

In 1989 was designated Head of CCTV Sports, producing the first specific sports programme in China. Ma Guoli rose to the position of Executive Officer of the Sports Department and then - in 1995 - founded CCTV-5 with a staff of about 10 people. A decade later there were 520 people at CCTV-5.

During this time, he has been responsible for CCTV's broadcast of the 1990 and 1994 Asian Games and has worked on six Summer Games and four Winter Games in total.

When the Olympics came back to Athens in 2004, Ma Guoli was clearly one of the most experienced people in Chinese Olympic broadcasting - 20 years experience in the sports industry. He was the natural selection to lead China's broadcast of the 2008 Beijing Games, a powerful figure in the sports and media industry in China, professional and well-connected. He is also an innovator and always willing to try something new.

Ma Guoli said of his Olympic role: "My advantage is familiarity with all the complexities of the broadcast situation in China, which enabled me to coordinate all aspects of the production in China; who can do it; how it can be done at reasonable cost."

Ma Guoli has been one of the strongest influences in supporting the Chinese to see more sport on television. He has helped guide the introduction of many international sports to China and has seen

their development first hand. In 2000 he has been named as one of the top 50 "Most Influential People in Sport" in a survey by the Guardian newspaper in the UK.

"I now have a new task" he says "to assist in the further development of the Chinese sports marketing industry, which is the only sure base for the future, long-term success of all Chinese sport. Infront offers the right vision, network and resources to help make this happen".

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