

Ansley Rey O'Neal

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Nationality: USA

Residence permit Switzerland: permit C



Sports Marketing, Partnerships & Brand Strategy

Experienced sports marketing professional with 10+ years of strategic expertise in consumer brands, events, and partnerships. Strong leader, decision-maker, and innovator with extensive sports industry knowledge.

Areas of Expertise

- Marketing Strategy
- Global Sports & Events Industry
- Purpose-partnerships
- Sports Marketing
- Creative Writing
- Team Leadership & Coaching
- Creative Brand Campaigns
- Strategic Marketing
- Sustainability & Gender Equality
- Marketing Management
- Cross-Functional Collaboration
- Relationship Building
- Brand Architecture & Narrative

Experience

International Olympic Committee

Partnership Manager, Global Partnerships

Lausanne, Switzerland

April 2019 – April 2022

Implemented strategy, managed accounts, and leveraged commercial rights for IOC's top consumer brands like Coca-Cola, Samsung, Dow Chemical, and Mengniu. Supported brands during COVID-19 at Tokyo 2020 and Beijing 2022. Mentored and developed employees through IOC's mentorship program.

Key projects

- Managed Samsung delivery of 17,200 phones to athletes at Tokyo 2020, donating leftovers to UNHCR.
- Managed donation of reusable water bottles and recycling education lounge for athletes at Tokyo 2020 and Beijing 2022.
- Co-created Placard Bearers program with Coca-Cola Japan with a focus on diversity and inclusion.
- Established Dow Carbon Partnership for carbon offsetting in the Olympic Movement.

International Olympic Committee

Olympic Programme Commission Manager

Lausanne, Switzerland

January 2015 – April 2019

Developed the sports programme for all Olympic Games properties to increase attractiveness and gender equality. Managed the Olympic Programme Commission, responsible for reviewing sports and athlete numbers in the Olympics.

Key projects

- Evolution of the sports and events program of the PyeongChang 2018, Lausanne 2020, Olympic Games Tokyo 2020, Olympic Winter Games Beijing 2022, leading to increased grassroots impact and record levels of gender equality across all sports.
- Key sports included 3x3 basketball, skateboarding, surfing, climbing, and ski/snowboard big air

Teneo Sports, International Sports Consultancy

Atlanta, GA

Senior Associate

April 2013 – January 2015

Helios Partners, LLC, International Sports Marketing Agency
Marketing Manager

Atlanta, GA
June 2008 – April 2013

Consulting and advising clients in the sports industry how to better align their brands with the opportunities presented in the sports industry, with particular focus on attraction of sports events, commercial offers, and value creation.

Key projects

- Samsung's TOP Sponsorship renewal
- Strategic analysis for the Women's Tennis Association (WTA)
- Wrestling's candidature campaign to rejoin the Olympic Games (successful)
- Dow Chemical's TOP Sponsorship negotiation
- Olympic Winter Games PyeongChang 2018 Games candidature campaign (successful)
- Russia 2018 World Cup candidature campaign (successful)

Education

Georgia Institute of Technology, Atlanta GA August 2013 – December 2014
Master of Business Administration, Global Business

Emory University, Atlanta, GA May 2008
Bachelor of Arts in Political Science
Certificate of Completion: East China Normal University Exchange Program (Shanghai)

CADSchool Lausanne
Certificate of Digital Marketing November 2022

Additional

Computer: MS Office, Adobe PDF Pro, Keynote

Languages: English (fluent), French (C1) Mandarin (A1)