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PRESS RELEASE

## **CIPR SPORTS NETWORK KICKS OFF SUB-COMMITTEE**

LONDON, MAY 3, 2024 – Following the launch of the [CIPR Sports Network](#), open to all members with an interest in sport and fitness, the Network has now finalised a volunteer sub-committee that aims to drive forward the community and add value to its members.

Founded and led by David Alexander Found. Chart. PR, Dip CIPR MCIPR, the newly formed sub-committee has been created consisting of 12 leading industry professionals spanning senior roles in-house, agency and consultancy and with experience working with sports bodies, leading brands, athletes and participation.

The committee group includes:

- David Alexander, CIPR Sports Network Chair and Managing Director of Calacas PR
- Ileana Bonnet, Marketing and Brand Lead at Sport Wales
- James Brownlee, Communications and Marketing Officer at the Faculty of Sport and Exercise Medicine UK
- Jennifer Carter, Director of Communications at the Grounds Management Association
- Scott Dougal, Director of Communications and Digital at World Sailing
- Chris Haynes, communications consultant at Gillespie Road Communications and former Director of Communications for Sky Sports and the England & Wales Cricket Board
- Lisa Knott, Freelance Communications Consultant and former Internal Communications Lead at the England & Wales Cricket Board
- George Martindale, Associate PR Director at DawBell, a London-based communications agency specialising in sport, music and entertainment
- Nicholas Noble, Director of Communications at Concacaf; former Head of News and Corporate Communications at the Premier League
- Matt Peden, Managing Partner at Hatch, a sport specialist creative comms agency based in Leeds
- Kevin Rye, UCFB Lecturer and founder of Think Fan Engagement
- Matt Williams, Director at Keep Communications, a London based sports PR agency



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The CIPR Sports Network provides a forum for debate and best practice in sports communications, discussing the hot sports topics of the day and how they impact the wider social landscape.

The new group aims to be the voice of the sports comms world by hosting regular events with high-profile speakers including industry leaders, national journalists and sports personalities, creating debate across the network and sharing best practice and good work from within the world of sports PR.

David Alexander Found. Chart. PR, Dip CIPR MCIPR Chair CIPR Sports Network said: “We’ve got an incredible mix of experience and knowledge within our newly formed sub-committee that can offer a huge amount of value to our community. I’m really looking forward to getting together on a regular basis to share that wealth of knowledge and utilising their skills to help students and practitioners of public relations learn about the ins and outs of sports PR. We will share best practice, offer insight on current topics and bring thought leadership from exp[erts in their field”

**You can follow the CIPR Sports Network on [Twitter](#) and [LinkedIn](#).**

### **About the Chartered Institute of Public Relations**

Founded in 1948, the Chartered Institute of Public Relations (CIPR) is the world's only Royal Chartered professional body for public relations practitioners in the UK and overseas with nearly 10,000 members.

The CIPR advances professionalism in public relations by making its members accountable to their employers and the public through a code of conduct and searchable public register, setting standards through training, qualifications, awards and the production of best practice and skills guidance, facilitating Continuing Professional Development (CPD), and awarding Chartered Public Relations Practitioner status (Chart.PR).

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