

William Louis-Marie, Director, Communications

William is a senior executive with a successful track record in creating and implementing marketing and communications strategies within the sports sector. He has a natural flair for networking and project management with a robust international reputation and passion for sport.

William led the Communications Directorate of the Baku 2015 European Games and was the Senior Vice President of Trace Sports, the International Media Group, operating across 160 countries worldwide and more than 60 million viewers. During his tenure William was involved in the London 2012 Olympic Games working with keys sponsors and NOC's. William has also previously worked for Coca-Cola across a number of major sporting events.