



INTERNATIONAL
SKATING UNION

**Because
We ♥
Skating**



MOTIVATION

After 30 years of involvement with the ISU, both in Speed- and Figure Skating-, and after a failure to get elected in 2016, I deemed appropriate to seek trust from the Congress delegates and get elected as President of the International Skating Union.

My inspiration is based on the fundamental principles of Olympism:

“Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles.”

More than ever, I believe, that return to these principles is where modern sport is to seek its place in the future.

FOUR AREAS OF FOCUS

My proposal is not different from what I offered for 2016 elections. These four areas of focus are:

- Product Development
- Governance
- External Relations
- Skating Family



PRODUCT DEVELOPMENT:

ISU Events format:

Carefully adjust the ISU Events format to reflect real interest of the consumer base. Each ISU discipline has unique value and its fans community. Engagement with those communities is key for future product positioning

Participation:

Secure broadest participation of the ISU Members at all ISU Events

Integrity:

All ISU activities must be developed based on similar standards so that product integrity is guaranteed

Sport Presentation and Production:

Live production for various digital platforms should follow a detailed digital strategy adjusted for each discipline. Such strategy should address interests of various fans communities

PRODUCT DEVELOPMENT:

Marketing and Sponsorship:
Through review of the ISU brand
adjust it to modern expectations and
align with the digital strategy

Communications and Media:
Expand all ISU content to digital
platforms by carefully balancing the
live broadcasting interests

“Joy of Effort”



GOVERNANCE:

Organizational Structure:

Further develop Administrative capacity

Define set of values by which the ISU will identify its vision and mission

Transparency:

Continuously engage with the ISU Members

Enhance:

Organizational transparency

Reporting transparency

Stakeholders' representation

Democratic process

Control mechanism

Sport Integrity

Solidarity



"Value of Good Example"

EXTERNAL RELATIONS:

Olympic Program:

Secure that all ISU Disciplines are represented in the Program of the Olympic Winter Games

Maintain position within the IOC financial contribution schema to secure funding of the ISU key activities and protect existing financial assets

Preserve excellent relationship with the International Olympic Committee

“Fundamental ethical principles”





SKATING FAMILY:

Development Program:

Maintain levels and good governance of the ISU Development Program

Skaters' Welfare and Entourage:

Discuss athletes' needs and organize appropriate support levels, and create guidelines for different categories of the Entourage



"Balance of Body, Will and Mind"

Because We ♥ Skating

- Former athlete in Speed Skating and Short Track Speed Skating
- Short Track ISU Starter for 20+ years
- Figure Skating (S&P) ISU Judge since 2010 and International Referee since 2012
- IOC Advisor on Games Technology since 2014
- Director of Key Technology Services for OG Athens 2004, Asian Games Doha 2006, OWG Vancouver 2010 and Sochi 2014

