

Tom McJennett

Lewes FC is small but mighty. It is that rare thing. A club that fosters the love of the game, brings the community together whilst simultaneously sending a message to the world of football that things can and should be done differently.

As a Lewes resident, this makes me immensely proud. I am a Lewes FC owner and a regular at the Dripping Pan, supporting both men's and women's sides with my two daughters.

Sport happens to be my professional life too. I am currently Managing Director of Ventures at [Two Circles](#), an international sports marketing agency working with over 150 of the world's leading sports properties, leagues and teams including the NFL, UEFA, F1, Premier League and the FA. Prior to my leadership position at Two Circles, I led the marketing division of the International Olympic Committee, based in Switzerland.

I have deep and extensive experience of the sport industry, specialising in sport strategy, data, marketing and commercial.

I would relish the opportunity to combine my love of sport with my professional skillset to support and further my local team here in my hometown.

Specifically, I believe I would bring significant value in the following areas:

- Data, insight and business intelligence
- Fan development, engagement and commercialisation
- Ownership growth and investment
- Community and commercial partner growth and impact
- Club profile and platform within the sports industry

It goes without saying that football is at an exciting inflection point and Lewes FC is very much part of that journey. We are perfectly positioned to disrupt and define the future of the women's game and we must do so with Lewes FC's integrity.

I believe my expertise in the development and management of sports organisations would be valuable in the next chapter and I would hope to support the club in its growth, whilst safeguarding what matters most to the club, the community.

As a Board Director, I would bring mission-alignment; industry-specific acumen; bold ambition and a collaborative and constructive leadership style.