



FELICITY BARNARD APPOINTED COMMERCIAL DIRECTOR AT ASCOT
22nd February 2021

Felicity Barnard has been appointed to the role of Commercial Director at Ascot.

Reporting to the Chief Executive, Guy Henderson, Felicity will be responsible for devising and implementing the commercial strategy for in venue sales and marketing, partnerships, sponsorship, licencing, memberships and new income streams.

Ascot's domestic and international broadcast, media and data rights are overseen by the Finance Director, Ian McGregor, whilst a review of how these areas should be developed is undertaken.

Felicity leaves Tie Break Tens after serving four years as CEO, where she launched the new short format of tennis around the world. Also during her 15 years in the sports industry to date, Felicity worked at Arsenal Football Club at both their London base and their Singapore office before joining West Ham United as the Commercial Director, to implement the Club's move to the new Stadium in Queen Elizabeth Olympic Park.

Felicity Barnard said: "I am thrilled to be joining the team at Ascot at such an important time for the sport. Ascot's position in racing is unparalleled and I am excited to help drive the commercial growth of such a historic and iconic institution."

Guy Henderson added: "Felicity brings a wealth of commercial experience to the racecourse, having worked in the UK and internationally in two sports with a similar global reach to racing. Felicity will focus on our in venue commercial activities and we are all very much looking forward to welcoming her to the team."

ENDS

For further information, please contact:

Nick Smith – Director of Racing and Public Affairs, Ascot Racecourse

nick.smith@ascot.co.uk / +44 (0) 7771 791 449