

BRIEFLY ABOUT ME

A GLOBAL CITIZEN WITH A HEART FOR ICE HOCKEY



HE WHO DOESN'T KNOW THE PAST, DOESN'T HAVE A FUTURE

My active involvement with the sport at a professional level dates back more than 20 years. I began working at IIHF events while still in school, later on graduated from ISW Business School, Freiburg, Germany, with an international sports management diploma and worked with National Teams at World Championships.

Further, my responsibilities as the BIHA General Secretary included everything from building a competitive club team to join a cross-border league, managing a national federation and its league competitions, running successful bids to host major IIHF events and staging them at the highest organizational level, assisting in the construction of a state-of-the-art ice hockey facility.

"ACTION IS THE FOUNDATIONAL KEY TO ALL SUCCESS" ~ PABLO PICASSO

I have also taken advantage of every opportunity to get hands-on experience in the Olympic Movement and other sports; for instance, during my time as the CEO of the Lviv-2022 Olympic Winter Games Bid Committee, adviser to an IOC Executive Committee member, and serving on the World Athletics (IAAF) International Relations Commission in addition to different IIHF Committees. My role as the IIHF Council member has certainly given me a broader and more insightful perspective on the current ice hockey status and actions to be taken to move our sport forward.



CONNECTING THE DOTS AND BUILDING BRIDGES TO ALL STAKEHOLDERS

My life and career journey has taken me to numerous destinations: being born and growing up in Germany I also studied in the USA before moving to work in Belarus and Ukraine. Besides, whilst performing my work duties I have been fortunate to travel the world, attend and learn from countless large-scale events in different sports.

All this gave me a great opportunity to gain a deep understanding of different cultures, mentalities and backgrounds. **I have established valuable connections and productive relationships with highly respected colleagues and friends representing our diverse ice hockey society, as well as with key experts and players in the international sports world.** I am very thankful for the privilege to have been working alongside talented and inspiring leaders and learning from them.

These insights into the best practices used by organizations ranging from a local ice hockey club to the International Olympic Committee provided me with a solid foundation for understanding where ice hockey can improve and led to a number of ideas on how to realize its potential, to better serve our community, and how to engage and unite members of various backgrounds in order to reach a common goal, staying mindful of their individual challenges on the national level.



SEBASTIAN COE
World Athletics President

HSH THE SOVEREIGN PRINCE ALBERT II
Chairman of World Athletics IR Commission
(2016-2020)

During the Commission meeting