

Igor Takacs  
Valencia - Elitis Tirai Rimba, 71  
47000 Sungai Buloh - Selangor  
Malaysia

Tel : +60 12 227 3509  
E-mail : igor.takacs67@gmail.com

DoB: 20/12/1967



## SENIOR INTERNATIONAL SALES & EVENTS MANAGEMENT

Graduate with more than twenty-five years of international experience in the sports, entertainment and media events industry. A skilled logistical and operations planner, with a clear understanding of commercial, sponsorship and hospitality needs. Able to negotiate and close event, client and media deals. Excellent interpersonal skills with superb attention to detail, coupled with the ability to deliver to the very highest standard within tight deadlines and to budget.

### FIELDS OF EXPERTISE

- International sports & entertainment marketing management & development
- International large-scale event management
- Team/staff management (10 to 150 people)
- High level budgetary expertise and financial planning of major events
- International commercial/marketing rights holder
- International sponsorship and hospitality sales/implementation/activation
- Senior sales team management (15 to 20 people)
- International Business development
- Venue management (indoor & outdoor – Arena, Stadium, Venue, Exhibition Centre)
- On site implementation and management of build programmes for major events
- Sports & entertainment media management and planning
- Agencies management (Creative-PR-Digital-Media)
- International expertise and management: Operational, Logistics, Production, Suppliers
- Strategy planner

### CURRENT SITUATION

Managing Director Asia Tents Arena – Arena Group

### EDUCATION

Bachelor of Science – International Business Degree  
1987 - 1991: University of Wisconsin Oshkosh - USA

Rotary Exchange Student Program  
1986 - 1987: Antigo, WI - USA

I.T.S.SE.P.H.S (Brussels): Physical Education  
1983 - 1986

Saint-Boniface H.S – Latin/Math  
1974 - 1983

### LANGUAGES

**French: Mother tongue**  
**English: Excellent spoken and written**  
**Dutch: Good knowledge**  
**Spanish: Fair knowledge**

### DATA PROCESSING

Windows, MS Office Suite, Web, SAP

### ACTIVITIES & INTERESTS

Sports: Tennis, Football, Golf, Skiing, Formula One, Swimming, Athletics, Table Tennis, Badminton, Volleyball, Cycling, American Football, Basketball, Figure skating, Sailing; Show Jumping

Travelling: All continents (except Australia)

Hobbies: Coaching, Sports activities, Music, Reading, Documentary, Internet, Travelling

### CAREER HIGHLIGHTS

**2017:** Arena Group - Managing Director Asia Tents Arena

**2015-2017:** IMG Malaysia - Events Director

**2014:** EEM World – International Business Development Director – Masters Grand Slam Indoor International Show Jumping ([www.eemworld.com](http://www.eemworld.com)).

**2014:** Connexion Events - International Business Development & Commercial Director - Event architecture ([www.connexion-events.be](http://www.connexion-events.be)).

**2012:** London Olympic Games 2012 – Senior Press and Athlete consultant for the Belgium Olympic Committee at Belgium House in London.

**2011-2010:** Freelance strategy consultant for Zen Car (electric car sharing company), sponsoring & media plan.

**2009-1999:** IMG Belgium / Vice President – Managing Director ([www.imgworld.com](http://www.imgworld.com)).

- 2009: Staging of the Proximus Fever (One night live Disco show), featuring Gloria Gaynor, with total audience of 14.000 spectators and 200 K€ net profit.
- 2008: UEFA Euro 2008 Hospitality sales director Benelux.
- 5 years of managing the ISU commercial rights for the World and European Championships - Long Track and Short Track sports. 8 events/year in worldwide Olympic venues. Started to generate gross revenue of 1.1 M€ in 1<sup>st</sup> year to increase it to 1.4 M€ in 5<sup>th</sup> year.
- 2004: Managing Director – Vice President IMG Belgium.
- 2002: Account Executive Philips European University Football League.
- 4 years of staging Stars on Ice Tour shows in Belgium (Figure Skating), with total audience of 75.000 spectators and 600 K€ net profit.
- Tournament Director WTA and ATP events
- 2000: closing of sponsorships deals for Justine Héning and Kim Clijsters
- UEFA Euro 2000: Account Director Hospitality Management for Carlsberg & Coca-Cola International.
- 1999: Hired as a Sales & Events Manager for IMG – European Tour – ATP - WTA

**1999-1996:** Restaurant owner.

## Event Management/Career expertise – Igor Takacs

**1986:** Donnay Indoor Championships - ATP Indoor (Nabisco Grand Prix), Brussels, Belgium - Freelance **Players' room manager** - IMG Belgium event.

**1991-1992:** Formula One Grand Prix - Spa Francorchamps, Belgium – ESPN (US TV network. Freelance **Assistant Coordinator for TV coverage to the US.**

**1992-1994:** European Community Championships - ATP Series Indoor, Sportpaleis, Antwerp, Belgium – Freelance **Field logistics/implementation/hospitality** - City 7 event.

**1992-1994:** Diamonds Awards Festival – International Musical event - Sportpaleis, Antwerp, Belgium – Freelance **Field logistics/implementation/hospitality** - City 7 event.

**1992-1994:** Spanish Ridding School of Vienna – Equestrian event - Sportpaleis, Antwerp, Belgium – Freelance **Field logistics/implementation/hospitality**- City 7 event.

**1992-1994:** Night of the Proms – International Musical event - Sportpaleis, Antwerp, Belgium - Freelance **Field logistics/implementation/hospitality**- City 7 event.

**1992-1994:** BMW Championships – LPGA event – Golf of Bercuit, Belgium – Freelance **Field logistics/implementation/hospitality**- City 7 event.

**1993:** Piaget Open – PGA event – Royal Zoute Golf Club, Knokke, Belgium - Freelance **Field logistics/implementation/hospitality** – IMG Belgium/UK event.

**1994:** Alfred Dunhill Open – PGA event – Royal Zoute Golf Club, Knokke, Belgium - – Freelance **Field logistics/implementation/hospitality** – IMG Belgium/UK event.

**1996-2006:** Open Gaz de France - WTA Tier II Indoor, Paris, France - Freelance **Field logistics/implementation/sponsors `servicing/hospitality** - IMG Paris/France Event.

**1998-2000:** Belgacom Open – PGA event - Royal Zoute Golf Club, Knokke, Belgium – **Sales & Events Manager**– IMG Belgium event.

**1994-2003:** Trophée Lancôme – PGA event – Golf St Nom la Bretèche, Paris, France – **10 years of Event Management Manager on the biggest European PGA event** – IMG Belgium/France.

**1999-2001:** Sanex Trophy - WTA Tier IV outdoor, Knokke, Belgium - **Sales & Events Manager IMG Belgium** - IMG Belgium event.

The success of the 3 years of the Sanex Trophy in Belgium, led to the title sponsorship that Sanex signed with the WTA for a period of 5 years (IMG Belgium/UK deal).

**2000:** UEFA Euro 2000 Brussels – **Account Director – Hospitality/travel/ticket management for UEFA sponsors Carlsberg & Coca-Cola** – IMG Belgium event.

**2002:** French Community Championships - WTA Tier IV, Brussels, Belgium - **Tournament Director** - IMG Belgium event.

**2002:** Philips European University Football League – **Event Management Director** of 1 year competition with a final stage organized at training facilities of FC Espanyol Barcelona – IMG Belgium/Holland.

**2003:** Iris Trophy - ATP Senior outdoor, Brussels, Belgium - **Tournament Director** - IMG Belgium event.

**2003-2006:** Stars on Ice -World and Olympic Champions figure skating gala – Sportpaleis, Antwerp, Belgium – **Managing Director** – IMG Belgium/USA

**2004-2009:** ISU Commercial rights – World & European Championships Long Track and Short Track – 8 events/year in Worldwide Olympic venues – **Sponsorships/Media/Event Management Director** – IMG Belgium/USA

**2004: Vice President – Managing Director IMG Belgium**

**2009:** Proximus Fever - International Disco show – Sportpaleis, Antwerp, Belgium. **Event Director** – IMG Belgium event.

**2012 – London Olympic Games 2012 London** – Belgium House London - **Senior Press and Athlete Consultant** – Belgian Olympic Committee

**2014 – Porsche Tennis Grand Prix** - WTA Event, Stuttgart, Germany – **International Business Development and Commercial Director** - Connexion Event Services

**2014 – Masters Grand Slam Indoor Show Jumping CSI 5\*** - Longines Los Angeles Masters, Longines Hong Kong Masters and Gucci Paris Masters -**International Business Development Director** - EEM World

**2015-2017 – Sime Darby LPGA – Color Run** – **Event & Tournament Director** – IMG Malaysia

**2017 – Managing Director Asia Tents Arena** – Arena Groupn - Malaysia