

# Staff Structure

INTERNATIONAL CANOE FEDERATION



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2023

## *Operations & Finance*

- *Executive & Membership support*
- *Digital Transformation and management of Finance*
- *Insight and market research*

## *Growth & Communications*

- *Generate revenue opportunities*
- *Deliver compelling communications strategy*
- *Manage TV Broadcast and Distribution*

## *International Events*

- *Competition delivery*
- *Results and ranking strategy*
- *Optimisation of calendar and competition rules*

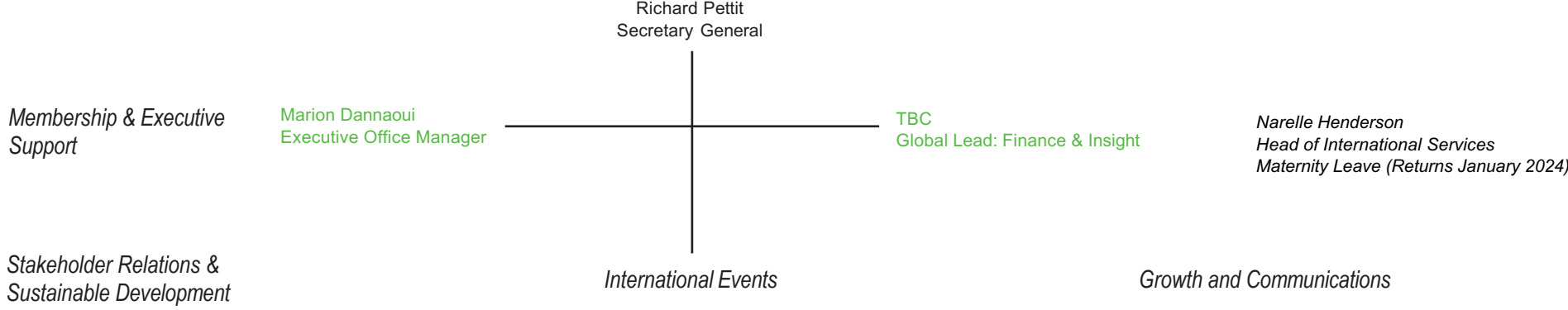
## *Stakeholder Relations & Sustainable Development*

- *IOC, IPC, ITA, Paris 2024, Future OCOGs*
- *Technical Development and Education*
- *Sustainability and Diversity & Inclusion*

2024

## *International Relations & Digital Service*

- *Enhance and digitise membership support (CRM)*
- *Lead revision of statutes*
- *Optimise data structure and reporting*



Michel Alarcon  
Head of Sport Development & Games Operations

Balint Vekassy  
Global Director: Events

Stuart Roach  
Global Director: Growth & Communications

Sebastian Cuatrin  
Global Lead: Flatwater

David Bugar  
Event Operations Officer

Adam Collins  
Global Lead: Brand & Communications

Thomas Rosset  
Global Lead: Whitewater

Hoichan Kwon  
Event Operations Officer

Ross Solly  
Global Lead: Editorial & Event Communications

Laetitia Cavin  
Sport Development Intern

Guang Yang (Nicholas)  
Global Lead: International Relations & Distribution

TBC  
America Continental  
Lead: America

Charlotte Fighera  
Communications Intern

TBC  
Asia  
Continental Lead: Asia

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Continental Lead: Africa