



# CALLUM MURRAY

WRITER AND CONSULTANT | OLYMPICS, FEDERATIONS,  
BIDDING, SPORTS GOVERNANCE, MEDIA, SPONSORSHIP

## OBJECTIVE

To leverage over 20 years of experience of writing about the international sports industry to produce better English language reports, videos, podcasts, publications, technical guides, business plans, communications and promotional materials for sports publishers and organisations.

## SKILLS

A stylish, authoritative and analytical professional copywriter with in-depth knowledge of the international sports industry and a huge range of contacts in international federations, sports agencies, broadcasters and the IOC.

Podcast interviewer and producer. Recent interviews include: Sir Keith Mills, London 2012; Sarah Lewis,

## EXPERIENCE

SPORTS INDUSTRY WRITER, PRODUCER AND CONSULTANT • FREELANCE  
• 2019 – PRESENT

Writer, podcaster and video producer for clients including the International Olympic Committee, European Broadcasting Union, Jon Tibbs Associates and International Sports Convention.

EDITORIAL DIRECTOR • SPORTCAL • 2000 – 2019

Editor of the sports industry's best international daily news service, producing 25 news stories a day covering media rights, sponsorship, bidding for and hosting events, sports politics, sports federation and agency news etc. Leader of a team of five journalists. Editor of Sportcal Insight magazine and Sportcal Insight online. Creator and writer of 'The Callum Murray Interview'.

LAUNCH EDITOR • TV SPORTS MARKETS • 1997 – 2000

News and in- depth analysis of issues affecting the business of sports on TV.

DEPUTY EDITOR • FT NEW MEDIA MARKETS • 1995 - 1997

News and analysis of the business of cable and satellite TV.

FREELANCE JOURNALIST AND FEATURE WRITER • 1991 – 1995

Publications included: The Times, The Sunday Times, The Guardian, The Observer, The Independent, The Independent on Sunday, The Financial Times, New Statesman, The Evening Standard, GQ, Esquire. Articles on sport, arts, architecture, design, general features.



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FIS; Richard Lewis, Wimbledon;  
George Pyne, Bruin Sports Capital.

Video production for clients  
including the European  
Broadcasting Union.

Specialist knowledge of: the  
Olympic Games and Olympic sports;  
bidding (covered nine Olympic bid  
races); sports federations and  
sports governance; sports politics;  
media rights and sponsorship;  
sports architecture and  
infrastructure; sports agencies.

Experienced, confident and  
comfortable commentating on the  
business of sport for TV and radio  
(BBC, CNBC etc).

Regular moderator of conference  
panel sessions and guest lecturer at  
AISTS, Lausanne and Brighton  
University.

## VOLUNTEER EXPERIENCE AND LEADERSHIP

- Level 1 coach, British Triathlon
- Junior athletes liaison officer, Mid Sussex Triathlon Club, 2019 to present
- Secretary, Mid Sussex Triathlon Club, 2009 to 2012
- Volunteer coach of boys' football and cricket, 2004 to 2009

***"Just a short note to thank you for the incredible coverage you provide on our global industry of sports marketing. In particular, I've been a longtime reader of 'The Callum Murray Interview' and it has been a fantastic resource for me and my teams over the years. Appreciate all you do!" Jeff Handler, Vice President, Global Client Consulting | Sports Marketing, GMR Marketing, Charlotte, North Carolina.***

***"Congratulations on everything you achieved at Sportcal - you can be very proud of transforming the business into the leading source of insight for our industry. The quality of your personal journalism and of the team that you led is second to none and is hugely respected in the industry. You made the Sportcal site something very different and special." Paul Bristow, Managing Director, European Championships Management.***



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