



Campaigning communications

For Immediate Release:

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VERO Announces Senior Team Appointment

VERO, the international sport business consultancy, has today announced the appointment of Sujit Jasani as Senior Consultant.

Sujit joins VERO as a sports communications and sponsorship specialist having worked on a number of international sporting events including the Olympic and Paralympic Games and the IRB Rugby World Cup. With a focus on brand positioning, international media relations and event management, Sujit adds significantly to the VERO offer. His experience also includes working extensively with UK and international sporting organisations and bid committees seeking to host major sporting events.

Commenting on the appointment, **VERO CEO Mike Lee** said: "We are very pleased to be adding to the senior team at VERO. As the agency continues to grow, Sujit's dedicated sports event and brand experience, and his knowledge of the international media landscape will make him a valuable asset to the team and our clients."

Sujit Jasani added: "VERO's dynamic approach to communications, great reputation and their impressive track record working on a broad range of sporting clients makes this an exciting time to join the agency. I'm delighted to have the opportunity to work with a very talented team."

Sujit joins VERO this week and will immediately become part of the core team working in Copenhagen at the 121st IOC Session where the Host City for the 2016 Olympic and Paralympic Games will be announced.

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Note to Editors

VERO was established in January 2006 by Mike Lee OBE, former Director of Communications and Public Affairs for London's successful 2012 Olympic bid. It offers a narrative-based and campaigning approach to all internal and external relations and brand building and it has worked with a wide variety of organisations in the business of sport.

After graduating from the University of Durham, Sujit Jasani commenced his career at Burson-Marsteller London in 2002. He quickly developed an interest and passion for sports and sponsorship communications, and became part of B-M's team that activated Heineken International's sponsorship of the IRB Rugby World Cup 2003. Sujit went on to be a central figure of B-M's team working on Visa International's sports sponsorship portfolio. He created and implemented PR campaigns for Visa at the Athens 2004 and Beijing 2008 Olympic and Paralympic Games, as well as the Torino 2006 Olympic and Paralympic Winter Games. Based in Paris, France, Sujit also led Visa's onsite press office function at the IRB Rugby World Cup 2007, and directed the media operation to announce Visa's new global partnership with FIFA. Whilst at B-M Sujit also worked to promote the Moscow 2012 Olympic Bid.

In June 2008 Sujit joined specialist sports PR agency Pitch PR as an Account Director, and led PR campaigns for Chelsea FC and sportswear manufacturer Canterbury of New Zealand. Most recently, Sujit worked in a freelance capacity on a branding and identity project for the FIFA Club World Cup UAE 2009.

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