

Yoeri Geerits – President – threesixtythree Sports and Entertainment Consulting

Yoeri Geerits has more than 20 years of experience in the international field of marketing, finance, business development and strategy. His career in investment banking and marketing has taken him to Europe, Asia and North America. He also managed ING's entry into Formula One, which became the platform to drive ING's global brand and business out of ING's headquarters in Amsterdam. After that program was launched Yoeri moved to Hong Kong as Head of Sponsorships for ING Asia/Pacific.

Between 2013 and 2017, Yoeri spearheaded Nielsen's Sports division drive to become a trusted partner to brands and rights holders in Canada. Its sports practice is the global leader in sports measurement, market research, evaluation and intelligence that works with rights holders, brands, agencies, broadcasters and digital media companies to maximize sponsorship effectiveness.

In May of 2017 Yoeri left Nielsen to continue with his sports & entertainment consulting practice and provide consulting services to brands, rights holders and agencies, alongside joining Charlton Insights as Sr. Consultant and partner. Yoeri holds a Master's in Finance from the University of Brussels, Belgium.

Description of consulting services:

- **Market Research & asset valuation:** provide guidance and consulting how to conduct market research and asset valuation, assess different available solutions, help understand data into applicable insights
- **Naming Rights:** provide services to maximize revenue on naming rights, valuation, go-to-market strategy, market intelligence
- **Market Intelligence:** gain better understanding of market circumstances, context & competitors
- **Management Consulting:** consult on overall business strategy, marketing, revenue strategy
- **Commercial Rights Consulting:** provide consulting services relating to commercial rights in sports & entertainment, assist in structuring and negotiating commercial rights