



## Peter Schmeichel

### Legendary Danish former International & Manchester United goalkeeper

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## Peter's biography

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Several [football experts](#) around the world have labelled Peter Schmeichel 'The greatest goalkeeper of all time'. His colourful personality has made his remarkable drive and winning instinct shine through to spectators all over the world.

This mentality has earned him a great deal of integrity on and off the field, and laid the foundation for his ability to take on the [leadership](#) role in some of the best football teams of the past decades. Peter Schmeichel was a part of the Manchester United dream team, who in 1999 made sporting history by winning 'The Treble' (Champions League, Premier League and FA Cup).

After ending his glorious career Peter Schmeichel was presenter for the UEFA Champions League in Denmark, and has worked for i.a. BBC, CNN, BT Sport and Sky Sports. Additionally Peter Schmeichel is a very popular keynote speaker at many high profile events worldwide. He is hard working and with the experience he has gained in his role as a speaker and presenter both on TV and at live events Peter manages to make a positive impression on everyone involved; the organiser, spectators, customers, partners etc.

Peter Schmeichel is a living legend with a massive social media-/fan base, he has nearly 1 million followers across his official social media channels; Twitter and Instagram. His digital presence is very strong and especially in the UK.

He is in the UK on a regular basis both pleasure, football and business wise. He is often working as [brand](#) ambassador for the Premier League, both in regards to sponsor events and fan engagement events. He is moreover working as ambassador for brands like Manchester United, Carlsberg and Barclays.

### **Peter's Presence in Asia & China**

The demand for Peter Schmeichel is high in Asia, he is an extremely popular and respected person. He was one of the driving forces behind the Manchester United brand that is still overwhelmingly popular, the biggest club in Asia – it has an estimated fan base of more than 300 million Asians.

Peter Schmeichel has been ambassador for Tiger Futbol Starz in Malaysia. Tiger Biscuit, owned by Kraft Food used Peter Schmeichel to help mould the upcoming football players in Malaysian football. He has also been ambassador for Courts, who used him to create positive PR for Courts' key markets; Singapore & Malaysia. Also Peter Schmeichel was in Singapore with Sony doing some PR, and most recently he was part of the TAG Heuer partnership launch with the English Premier League in Hong Kong.

Peter Schmeichel has become part of Sina Sports' "Protalk China" programme where he provides exclusive analysis and commentary on China's #1 sports digital media platform. Peter has his own channel and also provides exclusive interviews to Sina Sports' users on a regular basis. Sina Sports provides their users with interactive and deeper content that brings them closer to the game. Protalk China is an original Sina Sports web series marketed primarily to Chinese audiences featuring European football legends. Peter is joined by fellow Manchester United alumni Gary Neville and Michael Owen, revered manager Carlo Ancelotti, and current Chelsea superstar Eden Hazard. Sina Sports has 20 million unique users everyday, and Peter has already built a strong fan base in China; more than 500,000 people are reading his weekly column.

## **Peter's talks**

- **Achieve your goal**
- **Development of football**
- **Deliver under pressure**
- **Hard work**