



## Sebastian Coe

**President of the International Association of Athletics Federations (IAAF) & driving force behind the successful London 2012 Olympic games**

Talented athlete and gifted politician, Sebastian Coe is the man to sort out the crisis in International athletics.

## Sebastian's biography

A strong leader with commitment and determination he can now add reputation management to his impressive list of skills and abilities. Olympic Gold medal winner and World record holder for middle distance running, he has been a member of the UK parliament, held business interests and crowned it all by securing the 2012 [Olympics](#) for London – the most successful Olympics in modern times.

### **Sebastian Coe's background / history**

Lord Coe understands what it takes to live under the media spotlight. From medal winning athlete to delivering the massive logistical challenge that is the Olympic Games, he now faces daily scrutiny as head of the International Association of Athletics Federations – the IAAF. He is under constant pressure as he deals with doping allegations and works to restore the sports reputation – endorsed by Dick Pound, investigator of sporting corruption as, “the right man for this difficult job.”

He is a [terrific speaker](#), a regular writer and is author of the book “My Running Life.”

### **Career**

Lord Coe came to the attention of the world as Sebastian Coe, the fastest middle-distance runner of his generation. Well known for his speed and medals he captured the imagination for his intense rivalry with fellow British runner Steve Ovett. In 1979 he broke three world records in 41 days. Today Lord Coe remains the only athlete to win gold in the 1500 metres in two successive Olympic Games: He has broken a total of 12 records during his career. Moving into [politics](#) he was in John Major's Conservative government from 1992 to 1997, then became chief of staff to new party leader William Hague before being made a life peer and moving to the House of Lords.

As chairman of The London Organising Committee of the Olympic and Paralympic Games (LOCOG) he oversaw the creation of an organization the size of a FTSE 100 company which went on to deliver the most successful Olympic games of modern times.

Until November 2015, Coe was a worldwide ambassador for the American [sports](#) brand, Nike. He owns a string of health clubs with more than 20,000 members.

### **Testimonials for 'Running My Life'**

*"Fascinating and rather uplifting... This is a singularly well-written sporting autobiography."* – The Sunday Times

*"If there is one guy you want to be in there fighting for you, it's Seb."* – Former Middle Distance Rival Steve Cram

### **Current / Past Roles & Positions**

- President of the IAAF
- Former Chairman of the British Olympic Association.
- Chairman of the London 2012 Olympic Games
- Former Conservative MP
- One of 24 athletes inducted as inaugural members of the International Association of Athletics Federations Hall of Fame
- Appointed a Knight Commander of the Order of the British Empire for services to sport, made a Life Peer in 2000

### **Awards, Accolades, Achievements & Honours**

- Record breaking champion middle distance runner with two gold and two silver Olympic medals.
- Presented with the Lifetime Achievement award at the BBC Sports Personality of the Year 2012.
- BBC Sports Personality of the year "Special Gold Award".
- Won BBC Sports Personality of the year award after setting three world records in the space of 41 days.

### **Speaking Style**

Highly effective communicator, won Olympic Games for London with the power of his closing speech.

[Leadership](#), reputation management & anecdotes from political & sporting life.

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