

## **Leadership and the WS Board**

**Mr. Seeliger – there's no doubt that you are a kind man, an experienced sailor and a successful businessman too.**

**But World Sailing is in the worst crisis in its history and will require a new President who can make tough decisions. Are you that leader?**

WS needs a new leadership now,  
WS needs change, a new Board, a new helmsman.  
We will set sail on a new course, far away from hitting  
financial and ethical rocks, which distract us from our work.  
Focus on services to our members.  
What makes a good leader?  
It's about:

Trust.  
Listening and respecting opinions.  
Earning respect.  
Giving credit generously to others, supporting your VPs and  
Accepting and sharing responsibility.  
Ethics, values, and principles.  
Consistency and predictability.  
Sailing a straight course. Complying with law and internal regulations.  
Deliver on promises and being accountable.  
Fulfilling fiduciary responsibility.

### **Experience in Crisis Management**

Representing vigorously the interests of your members.  
I have followed this path throughout my career, in Business and in Sport Administration. I had to manage teams and run successful projects with these leadership principles. This is my actual track record. We need to encourage and align the diverse thinking of the Board members, encouraging unity in diversity to accelerate change and show new avenues and ideas.  
I want to have my strongest opponent to sit on my Board- he or she will force me to be sharper, lead better and be more efficient.

**That sounds good, but can you point to specific experience?**

I have spent decades working for companies in sport.  
I was General Manager at Adidas, twice President of the Spanish Americas' Cup Team.  
Chairman of the Challenger Of Record Committee in San Diego 1995.  
Managing Director of Quokka Europe, where I worked in the Sydney Olympics, the Volvo Ocean Race,...  
Unlike any other candidate in these elections I have actually worked for the IOC – and particularly with Olympic Solidarity and ACNO.  
I helped to ensure that the resources of the IOC went to the place they mattered most.  
In World Sailing, I have been President of 3 International Classes and Chairman of several WS Committees,

This experience and others taught me to manage people in a complex environment encourage discussion, debate, cooperation and resolve conflicts.

I led several new initiatives:  
Match racing at the Olympics,  
Yachtsman of the Year Award,  
Christmas Race,  
IOC financial support for Olympic Classes,

**I GET THINGS DONE!**

## **Where will you succeed where others have failed?**

World Sailing IS the MNAs.

Our purpose to exist is serving the MNAs.

As President, I look forward to listening and communicating with the MNAs.

I have to rebuild trust and confidence in our Board.

Accelerate needed changes with a disciplined timeline and a consistent plan to reduce operating expenses and channel the savings to benefit Emerging Nations Programs, Development Programmes and Youth Sailing.

I am ready to take hard decisions, but always with dialogue and reaching consensus with the MNAs. It's time for a new Leader who listens, communicates and can turn a dysfunctional Board into a motivated, and collaborative Board.

## **I will encourage debate, discussions and new ideas and not try and close them down.**

### **Why me?**

I have a solid track record in leading and managing diverse international corporations.

Promise-deliver-be accountable, in WS, in Sports Administration and in my business life

I have cultivated an ethical reputation in World Sailing over 30 years, always sailing a straight course.

I also have, since 1980, a close, trusted working relationship with the IOC.

These are not just words, but HARD FACTS

## **What sort of President are you going to be?**

The situation demands both a new, a strong leader and a strong new Board.

The ideas, culture and financial decisions from the past will not work in the future.

We now have an experienced CEO and we will work closely together.

As President I want to introduce Performance reviews and for the Board to take the fiduciary responsibility seriously.

With the introduction of electronic voting, we must harmonize the new democratic balance of power, between the much wider GA, the Council, the CEO, and the Board.

When you take hard decisions in a complex environment, sometimes mistakes can be made but we need to admit, apologize and move on, focus energy on MNAs and sailors.

I want to lead by example in ethics, transparency, financial management and a focus on growing sailing worldwide, **no time and resources can be wasted.**

**Promise-deliver-be accountable**, leading the Board with a Bottom up commitment, listen and dialogue with the MNAs and sailors and always be close to our members.

This is my culture and where I will stake my reputation ...

Thank you very much

Gerardo

**+34 609 20 10 20**

[info@gerardoseeliger.com](mailto:info@gerardoseeliger.com)

[www.gerardoseeliger.com](http://www.gerardoseeliger.com)