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UIPM WELCOMES FOUR MEDIA AND MARKETING EXPERTS TO 5TH DISCIPLINE WORKING GROUP



- Former IOC director Michael Payne and Olympic specialist Terrence Burns add marketing muscle
- Legendary Fox executive David Hill and Meta director Peter Hutton to provide media guidance
- UIPM executives hail addition of ‘vast portfolio of expertise and global experience’

UIPM is pleased to announce that four of the world’s leading media and marketing executives will participate in the historic 5th Discipline consultation.

Michael Payne and Terrence Burns will provide marketing expertise as part of UIPM’s 5th Discipline Working Group, while David Hill and Peter Hutton will provide guidance on media aspects.

The appointment of the four experts represents a powerful sign of intent as UIPM seeks to rise to the challenge set by the International Olympic Committee (IOC) to reform Modern Pentathlon for

inclusion in the Los Angeles 2028 Olympic Games.

Key to the changes to Modern Pentathlon that will be implemented between 2024 and 2028 is the identification of a new discipline to replace Riding and thus reduce the cost and complexity of the sport and make it more universally accessible.



Michael Payne from Great Britain is a former IOC Director of Marketing / Broadcast Rights who was listed by Ad Age as one of the world's 50 most influential marketeers.



Terrence Burns from USA is a specialist consultant in Olympic Games sponsorship strategy with experience of Olympic Games and FIFA World Cup bidding.



David Hill from Australia is an executive producer who was President of Fox Sports from 1993-2000 and Executive VP of 21st Century Fox for 24 years, earning a place in the Sports Broadcasting Hall of Fame.



Peter Hutton from Great Britain is Director of Sports Partnerships at Meta, having previously led Eurosport as CEO and ESPN Star Sports as Managing Director.

UIPM President Dr Klaus Schormann, 1st Vice President Juan Antonio Samaranch and Vice President Joel Bouzou OLY said: "On behalf of the UIPM Executive Board we are delighted to welcome Michael Payne, Terrence Burns, David Hill and Peter Hutton to the 5th Discipline Working Group which is pivotal to the future of our historic Olympic sport of Modern Pentathlon.

“We already have extensive media and marketing expertise within our UIPM Sports community but Michael, Terrence, David and Peter will bring a vast portfolio of expertise and global experience to this important consultation.

“Now more than ever we must keep our doors open and use the guidance of external professionals who can help us to futureproof the sport that Pierre de Coubertin created especially for the Olympic Games more than 100 years ago.”

The full composition of the Working Group will be revealed later this week. UIPM will also consider all ideas and suggestions sent from outwith the Working Group – anyone who would like to contribute to the consultation can email UIPM@pentathlon.org.