

# Together, We Can Go Further



**JAE YOUL KIM**  
CANDIDATE *for* PRESIDENT



“ I come to you as a fan. My motivation begins and ends with a love of skating. Globally, skating’s popularity remains strong, but we have room to grow. The opportunity before us is immense if we can grasp it. Our previous leaders achieved great heights for our sport, and we are forever grateful. Now is our time. ”

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**Together,  
We Can Go  
Further**

# DEAR FRIENDS,

Our sport is at a crossroads. There are many paths ahead, but only one that prepares us for tomorrow's challenges. To get there, we need new vision and leadership.

Our sport is blessed with many technical professionals and talents. However, the next ISU president must also have proven business experience to ignite skating's full potential. These two skill sets are complementary, not competitive.

I have 25 years of successful operating experience and know how to grow businesses globally. I can apply these skills, resources, and experiences as the next ISU president.

But I am also a passionate fan of skating and sport.

As the President of the Korea Skating Union (KSU), I drove record media coverage and tripled sponsorship revenues. As Executive Vice President of PyeongChang 2018, we delivered an extraordinary Winter Games. As a member of the IOC Olympic Programme Commission, I've worked tirelessly to raise the ISU's profile within the Olympic Movement.

My goal is simple: revitalize our sport's future by reaching new fans and markets while safeguarding our athletes and proud traditions. Our ISU strategic plan must address every aspect of our sport including its administration, a clear vision for our members, and a measurable definition of success. I look forward to sharing the details of my plans leading up to the election.

**TOGETHER, WE CAN GO FURTHER.**



Jae Youl

# MY STORY

## **Nationality**

- South Korea

## **Academic Degrees**

- Masters in Business Administration (MBA), Stanford University
- Masters in International Politics (MA), Johns Hopkins University

## **Professional Career**

- President of Samsung Global Strategy Group (current)
- President of Sports Business, Cheil Worldwide
- 25 years of executive roles across Samsung and global organizations

## **Positions in Sports Administration**

- ISU Council Member
- President of Korea Skating Union (KSU)
- Executive Vice President for 2018 PyeongChang Olympic Organizing Committee
- Member of IOC Olympic Programme Commission
- Member of IOC Coordination Commission for 2022, Beijing Olympics
- Chef de Mission for Korean delegation at 2014 Sochi Olympic Winter Games

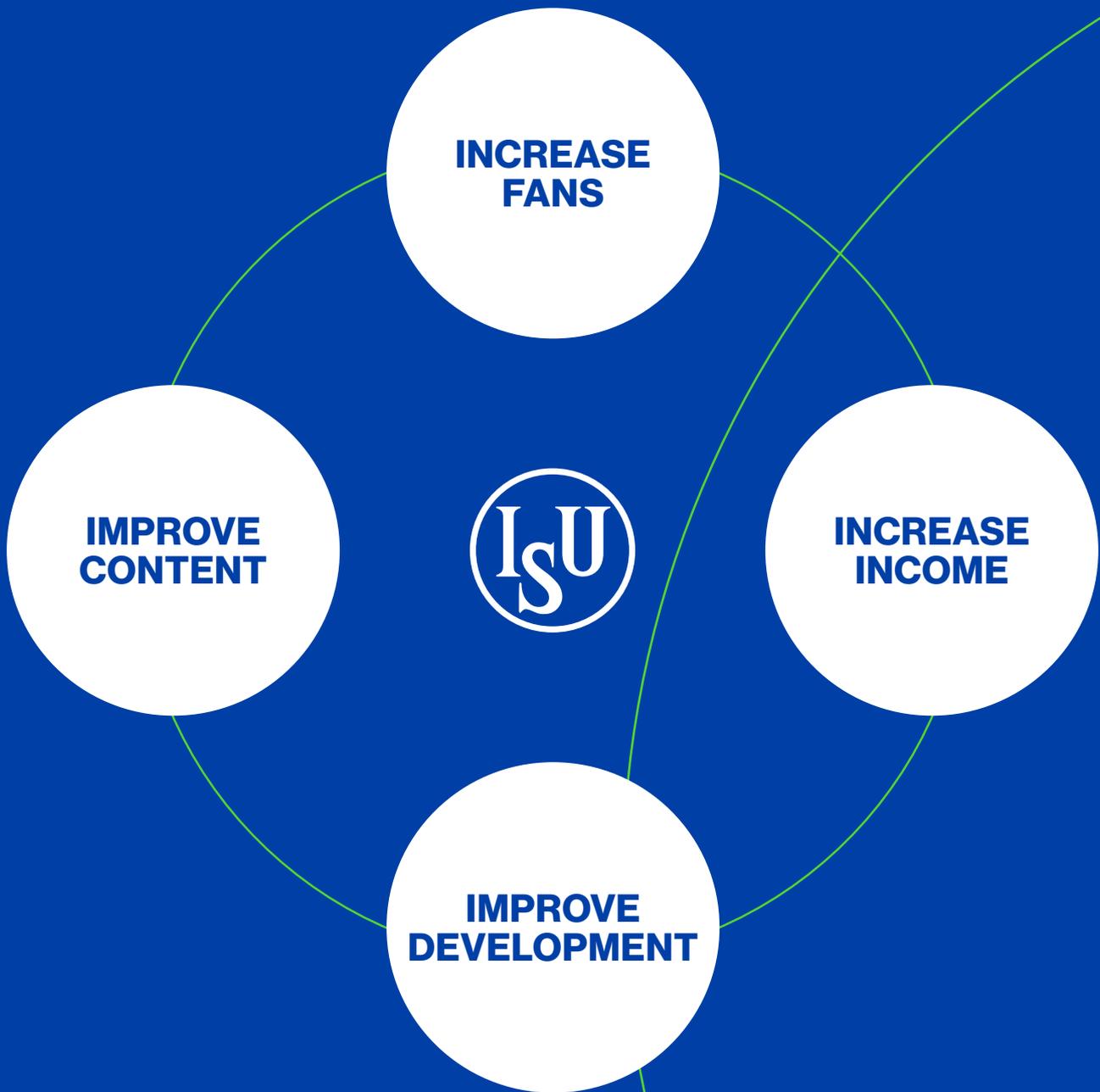
## **Awards**

- Olympic Order by IOC
- Order of Sports Merit by South Korean government



# My Vision

My vision for the ISU is centered on what I call the “ISU Cycle of Growth.” Revitalizing skating’s popularity drives revenue opportunity, which enables development investment, which increases the quality of skating worldwide, and eventually produces more revenue and opportunity for the members of the ISU.



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# **Our Path Forward**

# 5 priority areas of focus

**Growth/ Opportunity/ Innovation/ Safeguarding/ Unity**

If elected, I will develop a **“2030 Strategic Growth Plan.”** This will include input from our ISU family. We must leverage our collective knowledge and supplement it with fresh perspectives from commercial partners and external experts.

Through this effort, we can build a dynamic new strategy for the ISU’s future that includes:

- Prioritized list of strategic initiatives
- Establishment of goals and KPIs to guide and track our progress
- Formation of new working groups, such as Financial Management, to focus on our most pressing issues



**GROWTH**

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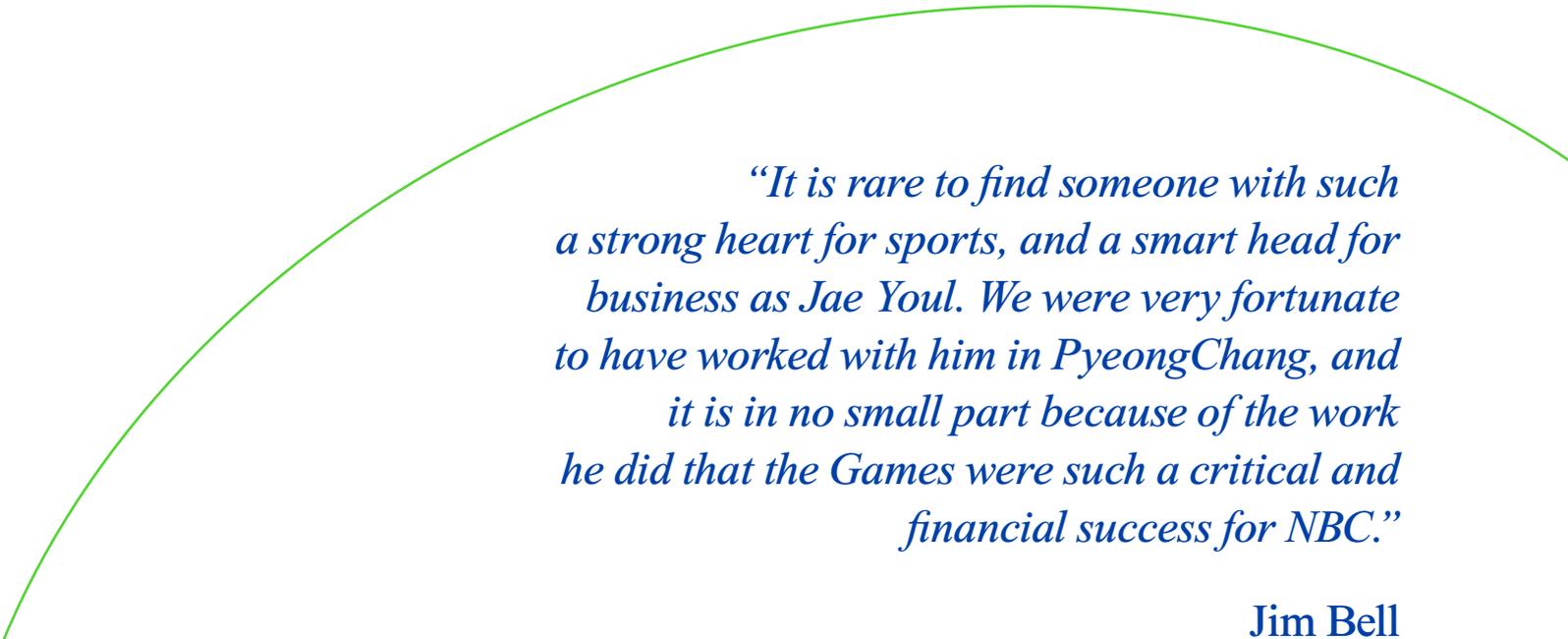
# **It All Starts with Growth**

## **Growth is my first priority for the ISU**

We need stronger collaboration with our commercial partners to maximize skating's marketing potential. This will make our sport's presentation more attractive for fans and sponsors. We must focus on improving fan engagement by reviewing competition rules, event formats, and other creative initiatives without compromising the proud traditions of our sport.

We also need a plan for robust financial stewardship, including alternative revenue streams and professional financial asset management.

I am ready to take on this challenge. My global business background, my experience working with the IOC, and my collaborative relationship with global media partners, such as NBC at the 2018 Winter Games, have prepared me for this opportunity.

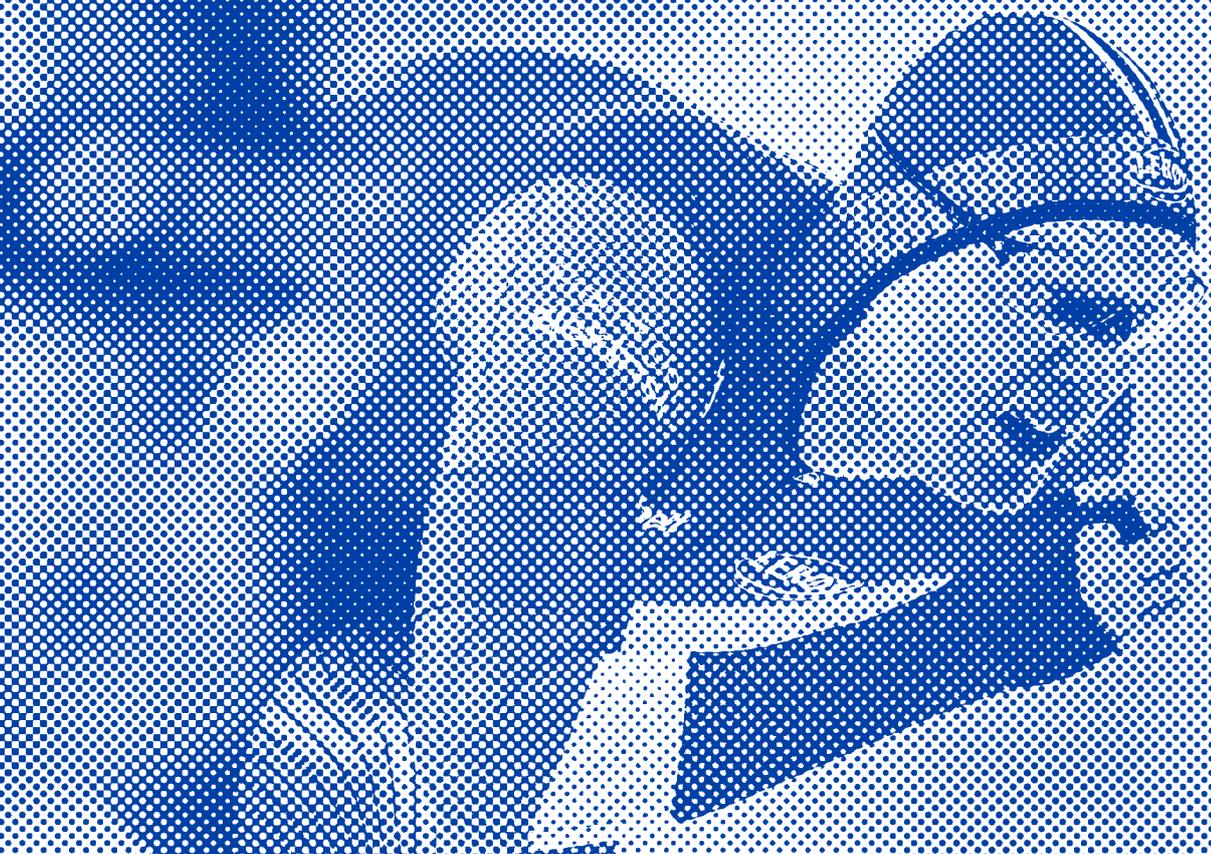


*“It is rare to find someone with such a strong heart for sports, and a smart head for business as Jae Youl. We were very fortunate to have worked with him in PyeongChang, and it is in no small part because of the work he did that the Games were such a critical and financial success for NBC.”*

**Jim Bell**

Former President of NBC Olympics Production & Programming

# OPPORTUNITY



**More  
Skaters**

**More  
Events**

**More  
Countries**

## **More development funds will fuel more opportunity**

Growth is not only about improving the financial state of our sport. The ultimate goal is to improve the quality of our sport through more development investment. Our goal is to create more opportunity for more skaters and eventually see more countries on the podium. One practical way is to create more events by age group and geography, so that more skaters can experience competition and grow as a result.

Now that the pandemic is easing, we must reboot and strengthen development programs for our athletes, as well as education programs for our coaches and officials. But bringing back old programs is not enough - we need a more strategic approach to our efforts. Until we grow revenues and improve finances, our budgets for development programs are limited. We should prioritize and selectively strengthen initiatives with the most potential, track impact to ensure the best use of available funds, and utilize our e-learning platforms to share information quickly with all members.

# INNOVATION



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# **Openness to Change**

## **Changing with the times: technology and willingness to embrace new ideas**

Innovation is critical to new growth initiatives. Through new media, we can increase engagement with younger fans wherever and however they interact with our sport. We will continue to harness technologies such as AI judging and virtual competition to improve our events and monitor developments for thoughtful adoption.

Technology and innovation must also be applied to strengthen collaboration. Our ISU Congress happens every two years. We should convene more frequently by using virtual tools to share updates on ISU activities with all members and stay connected as a group.

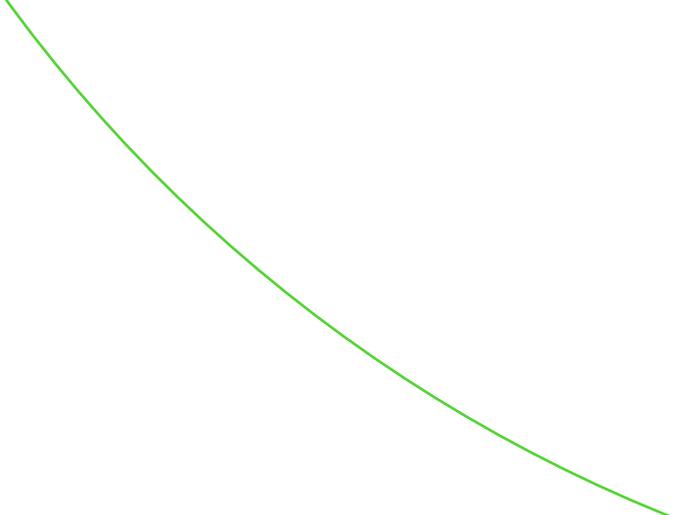
Beyond technology, innovation is also about embracing new ideas from the outside. For example, we are adopting “World Ice Skating Day” after benchmarking and drawing inspiration from “FIS World Snow Day.” We should continue to be open-minded to learn from external parties including our peers in the sporting world.

# SAFEGUARDING



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# **Our Biggest Asset – The Athlete**



## **Provide a fair and safe environment for our skaters**

We need to act now.

The policies outlined by the Good Governance Working Group on abuse and harassment protection need to be implemented as soon as possible, and I am committed to allocating resources and mobilizing people appropriately. I will also work more closely with WADA to ensure fair, clean competition for all our athletes.

But an athlete's career is not only measured on the ice. As stewards of the sport, we must start a broader conversation on safeguarding our athletes' full potential.

This includes providing education and resources on mental health and well-being and exploring post-skating career support and programs. We must be proactive and learn from each other's experiences to formulate best practices.



# UNITY



**We are  
a Team**

## **Closer collaboration within the ISU**

To maximize the opportunity ahead of us, we must utilize the full resources of our community, and embrace new ways of working together that allow for stronger collaboration, more transparency, and open decision-making across office holders, secretariats, and members. This paves the way for new ideas, discovery of talent, and overall empowerment to further our goals.

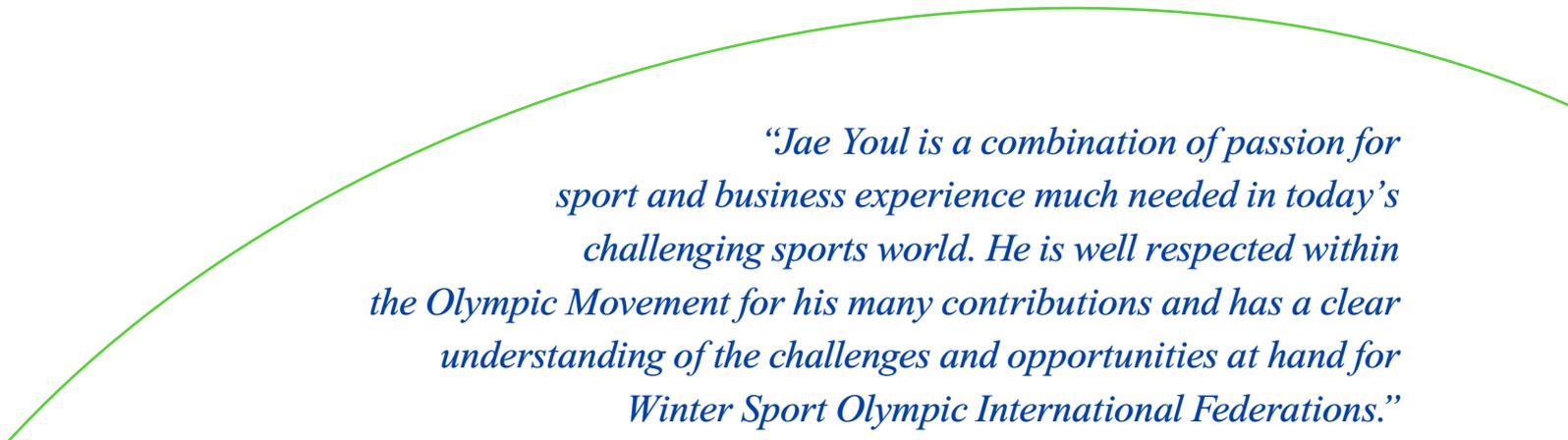
## **Closer ties with external partners**

Reaching our goals also requires close collaboration with external stakeholders. One of our most important stakeholders is the IOC. The Winter Games are a prestigious event for our athletes and important for attracting new fans.

IOC contributions account for more than a quarter of ISU annual revenue. Close partnership with the IOC is crucial to ensure our interests are well represented into the future.

Aligning internal and external stakeholders toward a common vision can only happen with inspired, inclusive, and consistent leadership. This is the type of leadership I can offer the ISU.

## **TOGETHER, WE CAN GO FURTHER.**



*“Jae Youl is a combination of passion for sport and business experience much needed in today’s challenging sports world. He is well respected within the Olympic Movement for his many contributions and has a clear understanding of the challenges and opportunities at hand for Winter Sport Olympic International Federations.”*

Juan Antonio Samaranch  
IOC Member

**G**ROWTH  
**O**PPORTUNITY  
**I**NNOVATION  
**S**AFEGUARDING  
**U**NITY



**GO ISU**