



**Thomas Opiyo**

**Candidate for Hon. Vice Chairman  
Position of the Kenya Rugby Union**

**February 2016**

# Rugby Track Record

## Admin

- Chairman, Nondescripts RFC 2011 – current
- Bamburi Super Series – Finance Director 2009/2010
- Impala Floodlights Marketing agents – 2001/2002 (Mikasa Sports Marketing)
- Coach Nondies U21 - 2002 – 2004
- Kenya National Team selection committee 2002-2005
- Mean Machine Secretary 1994-1996

## Player

- School Career: Lenana School 1<sup>st</sup> XV – National School Champions and Prescott Runners Up
- Mwamba – 2 yrs, Two time Enterprise Cup Finals
- Mean Machine – 4 yrs, 4 time Impala Floodlit Champs,
- Mombasa Sports Club – 3 yrs, Enterprise Cup Champs in 1997
- National Team: Kenya 7's & 15's – 6 years. Two time Safari 7's Champs

# Corporate Track Record

## **Sales & Marketing:** 17 years' experience

- BAT – Consumer & Area Sales Manager (3yrs)
- Kenya Shell – Marketing Manager East Africa (5yrs)
- Kenya Airways – Regional Marketing Manager - Africa (4 yrs)
- DHL Supply Chain - Business Development Manager and Key Account Director (5yrs)

## **Highlights in Sports**

- Directly managed the KFF League sponsorship while at BAT and Delivered/Managed the KQ Rugby Sponsorship while at Kenya Airways.

**Business:** Various interests in business in hospitality, financial and real estate over the last 8 years.

# Key Highlights at Nondies RFC

- Took over the club in 2011 on the jaws of relegation having survived it twice in a row 2009/2010
- Developed a strategic plan with senior players and club officials, recruited new players and moved from a relegation bound team to a mid table team within one year
- Implemented the flood lights project to enable effective team training that had been greatly impacted by traffic due to the location of the club
- Improved player welfare with introduction of medical cover for all players, meals after games, gym facilitation in the offseason and career guidance as well as jobs for qualified players
- Players Career Support – Conduct career guidance for players and employment of qualified players (Nondies has by far the greatest record of employment for players – 50+ current and former players employed through the network and still earning a living from this)
- Celebrated 90 years of existence in 2013
- Sustained traditional Sponsors DHL, while attracting new sponsors – Total, Colgate and Weetabix
- Maintained the Nondies traditions of annual dinners and honors cups, honors boards, Annual year book and annual year photo's as well as the Nondies Museum



Nondies Annual Cow Crap Event in Pictures –  
One of the many Nondies Fundraising Activities



Nondies Men's Night & Annual Awards Event –  
Where we recognize club contributors both  
on and off the pitch



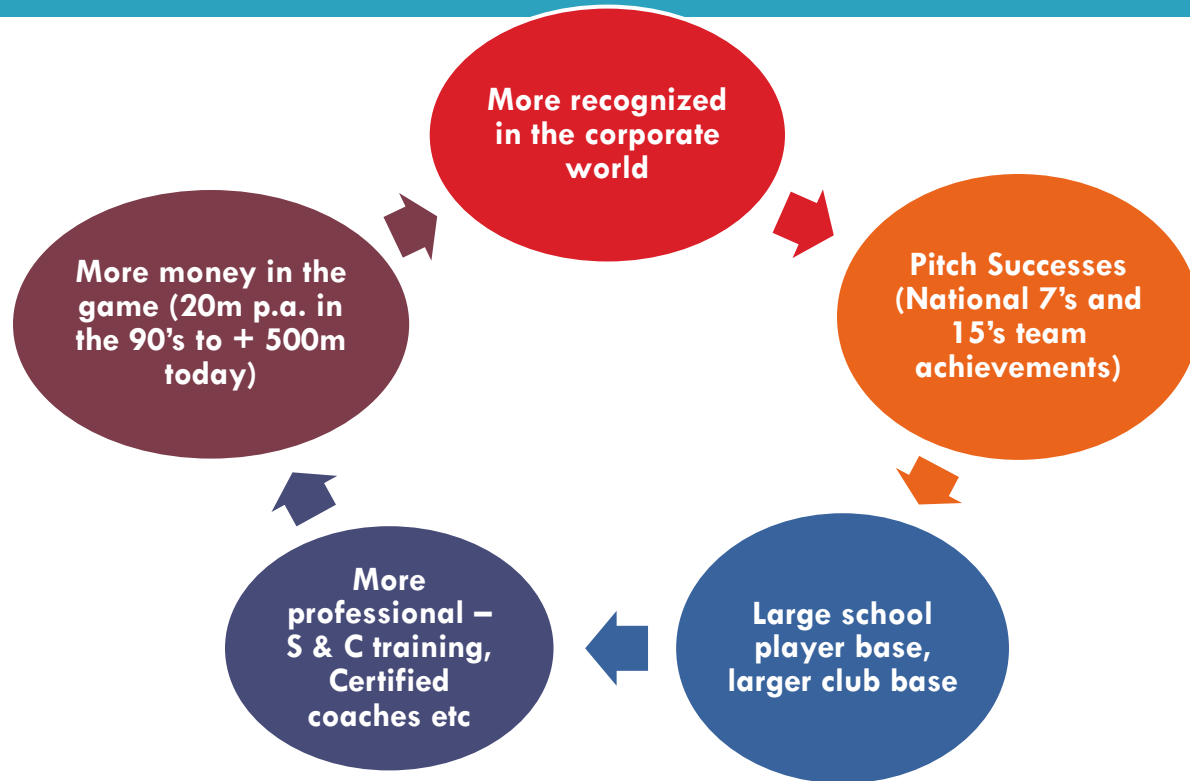
Total DHL Sponsorship Launch



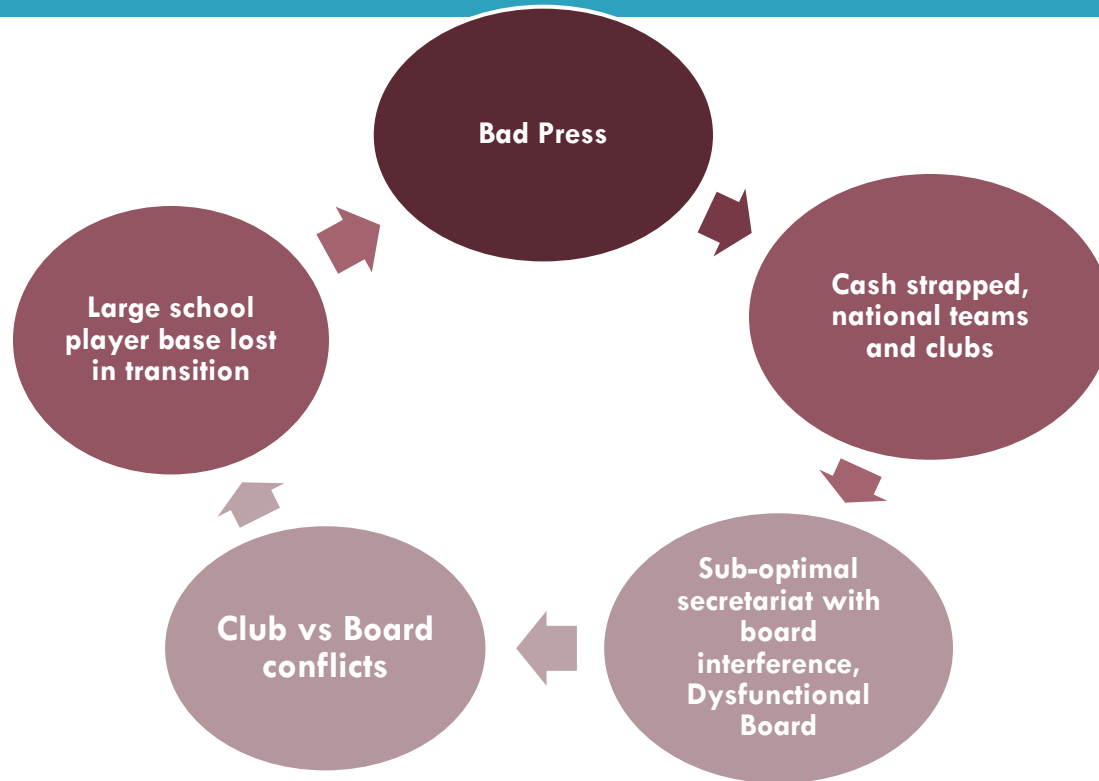
Nondies 90<sup>th</sup> Anniversary Celebration 2013



# Where is the game today – the good



# Where is the game today – the ugly



# Where are we today (Clubs)

**Individual/Personal sacrifices**



**Financial challenges**



**No Marketing Plans (except a few)**



**Sub optimal management structures, technical exposure and infrastructure**



**Poor player management and post retirement plans**

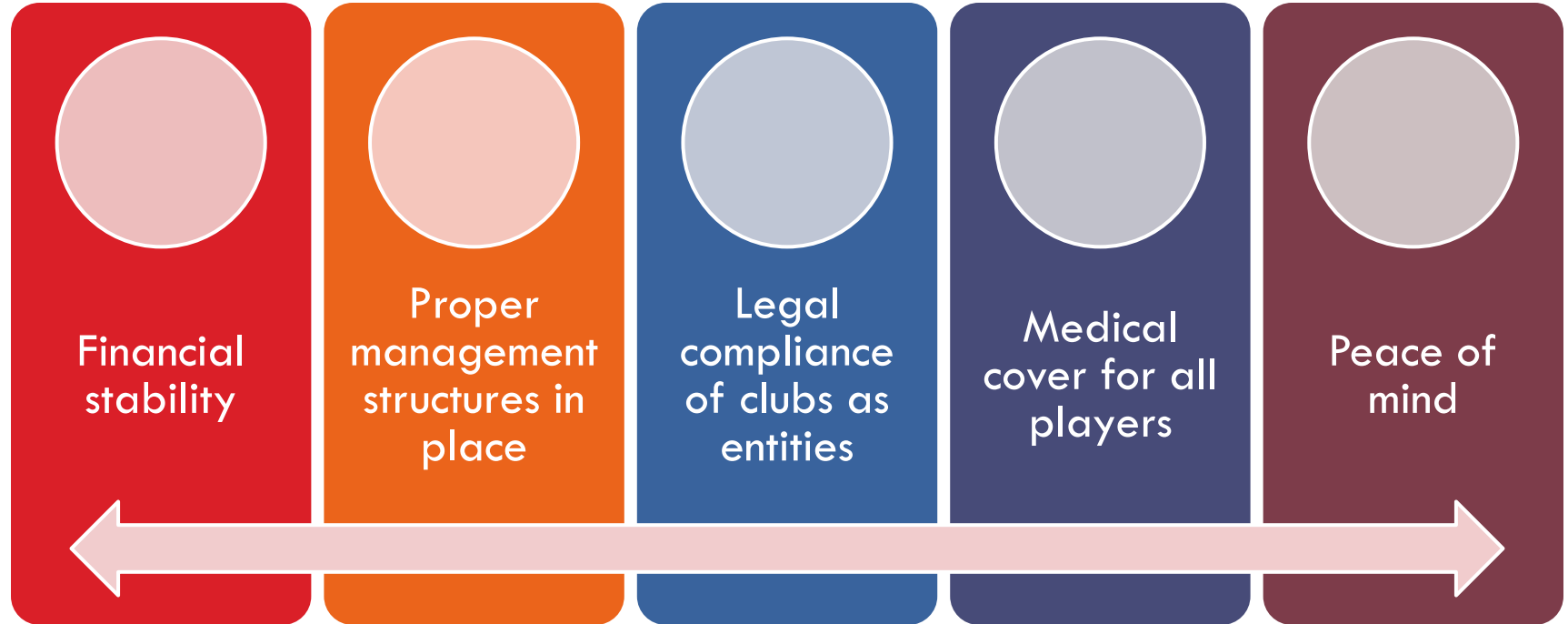


**Legally Inadequate – registration, AGM's, returns**

# The Board – Where it is now

- ❑ 2 years of a dysfunctional board
- ❑ Very limited growth of sponsorship
- ❑ No focus on development of the game
- ❑ Energy focused on kingdoms and fiefdoms
- ❑ Does not speak with one voice
- ❑ Differences of opinion degenerate into personal clashes

# Where do we want to be – The Game




# How Do we get there

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- A Functional Board and Secretariat
- A board that works for clubs
- Sponsorship, Sponsorship, Sponsorship

# A functional board


A board that decides together – build and promote a culture of collective responsibility



Encourage debate and all points of view to be tabled, build consensus in decision making rather than voting (voting as a last resort)




Improve PR and board image to the corporate world. No press statements that have the overall effect of murkyng the name of the game



Board restructure cover all relevant areas (commercial, game structures, governance, technical development, referees development etc)

# A board for clubs

A board that spends 50% of time and effort on clubs



Engage and guide clubs to develop what they want technically and commercially and implement their aligned wishes



Work together with clubs on the development agenda and expose local coaches to best practices at international level



Share rugby revenues with affiliate members in recognition/ appreciation of their contribution e.g. Zuku sponsorship



# Sponsorship, Sponsorship, Sponsorship

Unquestionable integrity on the board. Sponsors never have to discuss the question of integrity.

A board that spends 50% of time and effort chasing sponsorship for collective club properties – Kenya Cup, Enterprise Cup, Nationwide, Mwamba Cup and the 7's Circuit

Improve club management and structures by providing financial, legal and player management support and direction in order to build confidence with potential financiers

Professionally Market clubs and club events for sponsorship. Engage and report back to clubs monthly on progress. Build compelling value propositions around them

# Why Thomas Opiyo

- Integrity – No questionable history and inspires stakeholder trust in all dealings
- Appreciates the bigger picture - always supporting the wider rugby agenda rather than myopic and selfish club agenda
- Past record supporting and delivering sponsorship to Rugby e.g. the KQ sponsorship, DHL/Total and recently the effort behind the Kenya Cup/Metcan deal that fell through
- Experience and intimate knowledge of problems faced by clubs and strategic long term solution oriented approach rather than one hit wonder solutions
- In depth Corporate experience as a marketing professional, an incisive understanding of sponsors needs and how to deliver these as with the recent revamp of the Kenya Cup product including the TV deal brokered between Zuku and K24
- Past playing experience and useful knowledge around player/coaching staff needs for input in developing and implementing player/coach oriented programs
- People skills enables amicable relations with all rugby stakeholders across the board.
- Never Give Up philosophy – keep doing the right things zealously until the chicken come home to roost

# Thomas Opiyo – Key Performance Indicators

- ❑ One unified and functional board whose integrity is unquestionable across all stakeholders
- ❑ A board whose passion to deliver the club agenda is clear for all to see. Regular engagement and progress updates throughout the year not only during AGM's or pre AGM's
- ❑ Sponsorship and Financial Stability at both club and national team levels. An ambitious target to deliver +100m for club properties and double current sponsorships for national teams over the next two years by creating valuable club and national team properties that attract sponsorship.
- ❑ Strike mutually beneficial broadcast and media partnerships that benefit all stakeholders but most importantly, the sponsors and clubs/KRU.
- ❑ Promote development structures of the game at all levels and in all areas, player, technical, referees, club structures, regional structures etc.