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21 February 2025

FEI Strategic Organisational Restructuring

Dear colleagues,

The FEI has grown and evolved alongside a rapidly changing sporting and commercial landscape, driving us to adapt, innovate, and embrace change.

In order to build a lasting legacy and reinforce long-term stability for both the organisation and equestrian sport, we are pleased to announce a strategic organisational restructuring aimed at strengthening our operational framework and fostering sustainable growth for the future.

As part of this process, we engaged the services of consultants *Teal & Co.* in spring 2024 to conduct a thorough assessment of the FEI's organisational structure.

Teal & Co. confirmed that while the FEI is a robust and well-aligned organisation, targeted adjustments could better position us for future success.

As part of the FEI's strategy leadership objectives which is driving success with purpose, the following internal changes have been approved by the FEI Board and are set to take effect on **1 June 2025**.

Key Structural Changes

- **Reduction in Direct Reports:** The FEI Secretary General's direct reports will be streamlined from 19 to nine, allowing for greater focus on strategic priorities.
- **Creation of the Executive Director, Sport & Games position:** This new role will oversee multi-disciplinary sport teams, with respective Sports Directors reporting to the Executive Director ensuring seamless communication, consistency in standards and approach and operational integration across all levels of the organisation for successful sport and multi-sport events with a special focus on the successful delivery of Olympic and Paralympic Games. The Director of Education & Officials will also report to this position.
- **Communications and Commercial Functions:** The FEI Communications and Commercial Departments will be integrated into the 'Commercial, Marketing, and Communications Department', led by a newly created Executive Director position. This department will include:

- *Sales & Partner Management* – Focused on sponsorship acquisition and retention.
- *Marketing & Communications* – Encompassing communications, media operations, marketing services, content creation, digital marketing, events, broadcast, and media rights.

Additionally, the Veterinary Department will be renamed **Veterinary & Equine Welfare**.

The Technology and Sports Services (TSS) Department will become **Technology Operations**, reflecting its role in both sport services and essential internal functions needed to achieve our goals.

The Director of Governance and Institutional Affairs will be renamed **Director of Governance** and will report directly to the FEI Secretary General. The position will now oversee the FEI Sports Forum, FEI General Assembly, as well as the Elections and Nominations Committee.

Recruitment Process

The recruitment process for the **Executive Director for Commercial, Marketing, and Communications** and the **Executive Director for Sport & Games** is now open and more information can be found in the **Job Opportunities** section of Inside.FEI.org.

Job descriptions:

- **Executive Director for Sports & Games**
- **Executive Director for Commercial, Marketing and Communications**

For our external stakeholders, these changes will not disrupt the services we provide. While some FEI members may experience adjustments in their roles and responsibilities over the coming months, it is business as usual for now.

As a service organisation, we remain committed to delivering the highest level of support and engagement, ensuring that your experience with the FEI remains seamless and effective.

Please do not hesitate to reach out to your contact at the relevant FEI Departments if you have any questions.

Sabrina Ibáñez
FEI Secretary General

Ingmar De Vos
FEI President

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