

# Patrick Singleton



Experienced media and communications executive with over twenty years in broadcasting, marketing, strategic communications and digital media. Skilled in diplomacy. Strong operational and event management skills. A three time Olympian and founder of the prestigious 'OLY' certification.

patrick.singleton@olympian.org ✉

+1 441 705 1547 📞

Bermuda, Tokyo, London 📍

singleton33 📄

## WORK EXPERIENCE

### Chief Executive Officer Bermuda Broadcasting Company

2015 – 2019

Bermuda

- Rebuilt national TV & radio broadcaster. Designed and incorporated innovative technologies and remote automation to power stations for live news and sporting events. Designed and built virtualised master control. Transitioned company from legacy analog broadcaster to multi-station OTT and IPTV digital platforms.
- Developed new local shows and rebuilt legacy programming. Eg. The Breakdown with Toni Waterman, Let's Talk with Gary Moreno, The Shirley Dill Show etc.
- Managed two U.S. television network affiliates (CBS & ABC). The only network affiliates located outside of the U.S.
- Managed three FM radio stations. Manage Bermuda's largest broadcast newsroom.
- Designed and built mobile streaming applications for live sports broadcasting. Focused on multi channel Olympic Games mobile coverage, Fifa World Cup, America's Cup, International Triathlon WTS. etc.
- Won '2017 Government Technology Innovation of the Year' award for broadcasting of 35th America's Cup. Won '2016 Government Technology Innovation of the Year' for mobile broadcasting of Rio Olympic Games. Nominated for sports tech innovation award at 2018 CES Las Vegas.

### Telecoms M&A

#### TeleBermuda International / BlueWave

2017 – 2018

Bermuda

- Led telecoms acquisition of loss making legacy carrier. Developed financing through Mayfair. Brought Celeritas and EEG together in the acquisition of TBI. Merged TBI with BlueWave to create 3rd largest ICOL in Bermuda and provide affordable high-speed internet and communications to the business and residential community.

### Director of Sport

#### Coral Beach & Tennis Club

2015 – 2019

Bermuda

- Developed Sports Tourism at the Club. Reestablished historic ties with United States Tennis Association. Setup professional sports administration. Reestablished the club's sports programs. Brought in USTA National Championships. Brought in America's Cup sailing teams to train and entertain. Rebuilt junior and senior tennis programs. Rebuilt HarTru tennis courts and squash courts.

## EDUCATION

### Communications & Media Elon University

1993 – 1997

## TECHNOLOGY AWARDS

#### Innovation of the Year - International Market

2017 Government Technology Innovation Award

- Won for revolutionary broadcasting of 35th America's Cup

#### Innovation of the Year - Mobile Application

2016 Government Technology Innovation Award

- Won for mobile broadcasting of Rio Olympic Games

#### (National Bravery Award)

For lifesaving in rough and perilous waters

## ADMINISTRATION

#### International Olympic Committee (IOC) (2018 – 2019)

Medical & Scientific Commission - Member

#### International Olympic Committee (2016 – 2019)

Athletes Commission - Member

#### World Anti Doping Agency - WADA (2017)

IOC representative on WADA Foundation Board

#### World Olympians Association (2011 – 2019)

Executive Officer & Treasurer

#### International Olympic Committee (2017 – 2019)

IOC AC representative to World Sailing Federation

#### International Olympic Committee (2016 – 2019)

IOC AC representative to International Tennis Federation

#### International Olympic Committee (2016 – 2019)

IOC AC representative to IBSF

#### United States Tennis Association (2015 – 2019)

Governance Board & Direct Member Clubs

#### 2012 London Olympic Games (2011 – 2012)

Chairman of the Olympians- WOA

## PROJECTS

#### Founded: 'OLY' certification (2011 – 2019)

Created 'OLY' a post nominal certification for the Olympic Movement. Recognising achievements in excellence, similar to a PhD.

## WORK EXPERIENCE

### Founder

#### Atlantic Performance Solutions

2006 – 2017

London & Bermuda

- 2012-2017 Software Development for Re/insurance
- 2006-2012 Developed & ran business broadcast channel

### Principal - Research Department

#### Bermuda Monetary Authority

2012 – 2014

Bermuda

- Principal in Research and Macprudential Surveillance. Worked with World Bank to implement 2nd generation AML/CFT tools. Modelled capital requirements for Insurance Linked Securities. Worked on early blockchain & cryptocurrencies policies.

### Financial Markets TV News Director

#### Bloomberg Television / Bloomberg News

2004 – 2006

London

- Live financial news television director on multiple Bloomberg European channels. Directed BBG's UK channel, in addition to its German, Spanish, Japanese, French, Italian networks & BBG's Sky News & Italia TV.

### Financial Markets TV News Producer

#### Bloomberg Television / Bloomberg News

1999 – 2004

Tokyo

- Joined small broadcast team that took Bloomberg Asia TV, with a few thousand subscribers and transformed it into TV giant in Asia/Pacific. Merged channel with Bloomberg's live North American and European networks to create the 24/7 global financial broadcaster network you see on cable today.
- Produced two, 3-hour, live daily Asia-Pacific business shows delivering breaking news and market analysis direct from the region's main trading floors. Focused shows on stocks, bonds, currencies, futures, earnings, U.S. markets and political events moving global markets. Coordinated broadcasts from Tokyo's main studios. Supervised TV news teams out of Hong Kong, Sydney, Singapore, Shanghai, etc.
- Bloomberg Radio: 2002-2004 produced hourly market updates on news moving markets. Played on hundreds of Bloomberg syndicated radio stations worldwide.
- Bloomberg Sports News Wire: 1999-2003. Covered international sporting events in Japan and the Asia-Pacific on weekends and after hours. Eg. 2002 FIFA World Cup, F1, tennis, rugby, golf, winter sports, sailing, football. etc.

### Reporter and Editor

#### Yomiuri Shimbun - Daily Yomiuri Newspaper

1998 – 1999

Tokyo

- Reporter and youngest layout editor at the world's largest newspaper. Focused on politics, economics and sports. Daily circulation: 13.5 million.

## PROJECTS

### Rebuilt: World Olympians Association (2011 – 2019)

*One of three board members that rebuilt and revitalised the WOA. The WOA operates like an International Sports Federation and is run from the IOC's Sports Department. I took WOA as an insolvent IOC liability and turned it into a crown jewel within the Olympic Movement. In doing so I setup the strategic communications team and worked with Vero Communications to help execute our vision. Fought legal battle in US courts to gain control of the WOA's website from rogue agents who had had control over it for a decade. The WOA website, Olympian.org email service and its social media platforms create the public face of the new World Olympians Association.*

### WOA Funding Program (2014 – 2019)

*Currently chair the WOA's NOA grant programs which provides funding to Olympians and NOA's to help serve and support their local communities.*

### Setup: Global Olympians Associations (2011 – 2019)

*Founded and support numerous National Olympians Associations around the world. Highlights are setting up NOA's in South Africa & India. Enjoy supporting and funding NOA's globally.*

### Founded: 'Target Ebola' (2014)

*Setup charity using Olympians to source and deliver lifesaving aid to Sierra Leone and Liberia during the devastating Ebola Crisis.*

### Chairman of the Olympians (2011 – 2012)

*Chaired the Olympians during 2012 London Olympic Games, including hosting Gala reception at St. James's Palace with HRH Princess Anne, HRH Prince Albert of Monaco, Thomas Bach, IOC Members, 500 Olympian guests and sponsors.*

## FORMER ELITE ATHLETE

### Elite Athlete: A-Classification (1996 – 2006)

*Competed in three Olympic Games and five World Championships, in two different Olympic sports. As an elite athlete: achieved 14 podium finishes and 4 elite race wins. Was part of the world renowned British Bob-Skeleton program under Manager Simon Timson (now Head of LTA / British Tennis) and Andi Schmid (winner of the 2018 International Olympic Committee's Lifetime Coaches Award.)*

## INTERESTS

Tennis	Sailing	Japan	F1
Mountaineering	Olympic Movement	Golf	
Sports Politics	Reading	Cricket	Airlines
Sports Broadcasting	Human Rights	WADA	
Bermuda	Asian Financial Markets	Tourism	
Ethical Sport	Hospitality	Sports Integrity	

## LANGUAGES

English

Japanese