



Jaimie Fuller

EXECUTIVE CHAIRMAN, SKINS
CHAIRMAN, *FOUNDATION FOR
SPORTS INTEGRITY*



watercooler.skins.net

Biography

*“Our vision is a world in which sport inspires society.
Our purpose will always be to fuel the true spirit of competition.”*

- Jaimie Fuller

Jaimie Fuller is the Executive Chairman of international sportswear brand SKINS and an internationally recognised campaigner for improved sports governance and anti-corruption in sport. He is also Chair of the Foundation for Sports Integrity.

Jaimie is a regular commentator on the increasingly eroding trust in sport, what brands can be doing to change sport for the better and the role sport can play in helping to change society for the better. Jaimie is driven by the SKINS ethos of, 'Fuelling the True Spirit of Competition', and presented at the 2016 Lions in Cannes on "How Purpose Gets Your Mojo Back".

Armed with a brand identity of truth and integrity, Jaimie has taken on sporting giants, unafraid to speak out against the modern-day slavery he sees behind the 2022 FIFA World Cup infrastructure developments in Qatar to the doping scandals plaguing the International Association of Athletics Federations. Jaimie is the founder of #ChangeCyclingNow, which led to initial governance reform following the Lance Armstrong revelations in 2012 and resulted in the deposition of the then-president of Union Cycliste Internationale, Pat McQuaid.

Jaimie is also the cofounder of #NewFIFANow which has pressured FIFA, its sponsors and broadcasters for fundamental change in the world football governance for more than three years.

More recently, Jaimie took out a full-page advertisement in the Sydney Morning Herald to publish an open letter to the board of Cricket Australia following the March 2018 ball-tampering scandal, chastising them for creating a poisoned culture.

He has been featured across major media mastheads, radio and television in the UK, Europe, USA and Australia and has spoken at public forums and conferences in Australia, Denmark, Ireland, South Africa, Switzerland, Spain and the USA. Jaimie blogs regularly at watercooler.skins.net and is the host of the SKINS Citizens of Sport podcast.



Speaking

Jaimie Fuller is a regular commentator on sports integrity and governance. An engaging speaker, Jaimie captivates his audiences with his vision for a world in which sport inspires society, addressing what he sees as an international 'leadership vacuum in sport'. Jaimie is available to either speak on one of the following topics or can curate a topic to suit your event.

YOU ARE WHO YOU SPONSOR:

Why a sponsorship means endorsement and how to make sure you align with the right profiles. Whether it's an organisation, team or individual, Jaimie shares some of the key measures followed by SKINS and what to do when the partnership comes unstuck due to bad behaviour or corruption.

MISTAKES IN BUSINESS? I'VE MADE A FEW:

Jaimie Fuller has been at the helm of international sportswear brand SKINS for over twenty years and isn't afraid to admit he's made a mistake or two during that time. Jaimie openly shares his experience, from running foul of the ACCC to the financial trouble caused by taking on private equity partners, in the hope that it will help others learn and see they're not alone.

HOW TO BE A PURPOSEFUL PIONEER:

Jaimie Fuller explains the Purposeful Pioneering model employed by SKINS and the 4 ways businesses can create a shift in their industry's culture.

FOLLOWING THE LEADER:

Is your business an agenda setter or reflector? For a number of years SKINS has used its global position to fill what Fuller calls a 'leadership void in sport'.

TRUST IN SPORT:

Sport is now at a crossroads. There have been a number of serious issues over the past few years which have brought sport into disrepute and created significant damage for brands and fans. Jaimie considers the SKINS ethos of 'fueling the true spirit of competition' and the role the brand has played globally in identifying and bringing down corrupt individuals and organisations.



In the Media

Forbes Billionaires Innovation Leadership

The Power Of Purpose At Cannes

MaryLee Sachs Contributor
Jul 8, 2016, 07:11am • 1226 views • #Getting@buzz



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HOME LATEST NEWS SUPPLIER DIRECTORY MAGAZINE

SKINS CHAIRMAN FULLER TO HEAD NEW FOOTBALL INTEGRITY GROUP

FINANCIAL REVIEW

NEWS WEBSITE OF THE YEAR

Menu Home News Business

Skins chairman Jaimie Fuller wants to be the Bob Geldof of sport



Jaimie Fuller, the Australian CEO of Swiss-based Skins International, wants business to lead corporate governance change in world sport. Luis Ascuí

inside the games
The inside track on world sport

News Features History Olympics Paralympics Commonwealth Games

Jaimie Fuller: The good, the bad and the hopeful of sport for 2018

By Jaimie Fuller | Friday, 12 January 2018



Successful Australian CEOs share a mistake they apologised for -- and what they learned from it

SARAH KIMMORLEY
Jaimie Fuller, Executive Chairman at Skins



Mumbrella Editorial Events Jobs More

Sportswear company Skins takes out full-page ad in SMH calling for Cricket Australia to take action

SKINS WATER-COOLER

FOLLOW JAIMIE FULLER

INTRODUCING CITIZENS OF SPORT

9 March 2017 | Comments 1

I'd like to introduce you to my latest venture. A podcast series that you can find here entitled *Citizens of Sport*, with the first one being with one of the most polarising figures in world sport - Lance Armstrong.

The Telegraph HOME NEWS SPORT BUSINESS

Money Investing

'Sport should be a human right'



Fighting fit: Jaimie Fuller, chairman of sportswear brand Skins. CREDIT: JON ENOCH

THE WEEKEND AUSTRALIAN

NEWS OPINION BUSINESS REVIEW NATIONAL AFFAIRS SPORT

Ben Johnson's crusade to run drugs out of sport

JACQUELIN MAGNAY
TheAustralian | 12:00AM August 31, 2013

IT was 25 years ago, so long ago that things should have changed, but they haven't. As the events of 1988 sharpen the consciousness of a new generation of sports fans, the Canadian sprinter who firstly stunned the world with his audacious super-fast 100m sprint time of 9.79sec and then who staggered the world with a positive drugs test to the powerful steroid stanozolol just a day later, is back.

The Sydney Morning Herald

WORLD CUP 2018

Australians make a stand for world sport integrity as FIFA condemned



Bonita Herslades with former FIFA chief Sepp Blatter in Zurich, November 2017.

If it ain't broke, don't fix it. It's an old saying - and a perfect excuse for inertia. If a system is functioning poorly many people find it simpler to shrug their shoulders, leave it alone, accept that corruption and double dealing are just part of the way things are, and carry on anyway.

SKINS

AN OPEN LETTER TO THE BOARD OF CRICKET AUSTRALIA

Ladies and Gentlemen,
It's time to act.
What you are presiding over is our national sport.
The Australian cricket team is one of the most beloved national teams in the country.
The captain of the Australian cricket is one of the most revered, followed and coveted jobs in the country.
Cricket is such a part of our national psyche that it helps define us. It helps give us a sense of what is fair, and what is not; what is right and what is wrong.
However, even though you are presiding over the sport, it doesn't belong to you. You are the custodians of it.
And now you must get your job right.
You see, when the Australian cricket captain talks of a "leadership team" decision that instructed a junior player to take part in ball tampering, it impacts on all of us. This is not a report of the 1981 "underarm bowling incident" - that, rightly or wrongly, was in the rules of the game, even if contrary to the spirit of it. Unlike this event, it was done in the heat of the moment.
Ball tampering is wrong. It's not in the rules. Collusion is wrong. Covering up is wrong.
So now it's your chance to get things right.
Please don't repeat your other recent failures of governance.
You do know what I mean, don't you?
The one where you got into bed with the England Cricket Board and the Board of Control for Cricket in India in an attempt to grab the power, glory and 50% of the money in international cricket between the three of you, and leave the other 102 cricket playing nations to scramble amongst themselves for the remaining 48%.
It was a terrible chapter in cricket's history and, thankfully, one that is now right - courtesy of the work of campaigners, including my own company (SKINS).

The Guardian Australia edition

Culture Lifestyle More

Corporations aren't known for honesty, but Skins showed us how it's done

Jonah Sachs

Rather than sweep the scandal surrounding ultrarunner Robert Young under the rug, Swiss sportswear brand Skins set an example on doing the right thing



Robert Young in 2015. Photograph: Robert Young/www.marathonmanuk.co.uk



Contact

For speaking engagements, media interviews and rate cards, please contact:

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