

# GROUP CHIEF EXECUTIVE OFFICER

Russell Reynolds Associates | British Cycling

April 2026





# FOREWORD

Thank you for taking the time to explore this opportunity to lead British Cycling at what is, without doubt, one of the most energising and important moments in our organisation's history.

In recent years, the organisation has made significant progress, strengthening its commercial foundations and operational abilities, while continuing to deliver world-class success in performance sport and growing its impact across communities. We now have a clear plan through to 2029, and a stronger structure to support it, but require a CEO who can build on this momentum with confidence and care.

Our purpose is simple but profound: to bring the joy of cycling to everyone, and to use the bike as a force for health, inclusion and social impact.

This mandate spans and shapes participation and performance on a national scale, requiring leadership which understands the breadth of purpose we stand for, across health, community and elite athletic achievement.

The next CEO will work with a committed Board, an aligned executive team, and a passionate community, balancing the needs of elite performance, participation, commercial growth and social purpose.

They will be able to navigate the complexity of a modern national governing body with ambition and discipline and operate across a diverse stakeholder landscape in a way that inspires trust and sets the signal of what, together, we are capable of achieving through the power of cycling.

If you share our vision and ambition, please do reach out for a further conversation and consider joining us. It has been a privilege and a pleasure to serve the sport, and I'm excited to see what the next era of leadership will achieve.

**Frank Slevin**  
British Cycling, Outgoing Chair

# BACKGROUND

**Following the appointment of Jon Dutton as Chief Executive Officer at the British Olympic Association, British Cycling is seeking a successor for the role of Group Chief Executive.**

British Cycling is one of the UK's most high-profile national governing bodies with an agenda spanning elite performance, participation, events and social impact. Based in England, British Cycling works in close partnership with the Home Nation federations in Scotland and Wales, and these relationships are fundamental to the success and future of the sport across Great Britain. They exist to bring the joy of cycling to everyone and have created and nurtured a community and followership that shares this vision. British Cycling not only leads on the global stage as one of the most medal competitive nations, but they work to break down barriers and tackle inequalities using cycling as a medium, creating opportunities for everyone to lead healthier and happier lives.

British Cycling has undergone significant transformation in recent years, establishing a clear and compelling strategy to 2029 (outlined on page 8), rebuilding its commercial engine through the creation of British Cycling Ventures, and strengthening its reputation and stakeholder relationships. With major partnerships secured, new investment pathways emerging, and renewed technological capabilities, the incoming CEO will have a solid platform from which to build. They will be tasked with driving commercial sustainability and further diversifying income streams, broadening relevance and reach to capture and retain more members, and providing leadership across the group structure, and externally, acting as a powerful ambassador for British Cycling.



With the unexpected early retirement of the Chair, Frank Slevin, due to health concerns, the new CEO will also need to work alongside an incoming Chair to provide a sense of stability, continuity and refreshed energy; this appointment represents a new era of leadership and an exciting inflection point for the organisation – one which will require stronger than ever partnership mindsets, robust checks, challenge and diversity of thought, and a unified vision.

The Selection Committee are accordingly looking to identify strategic, commercially astute leaders with the requisite stakeholder management and people-centred leadership skills. Commitment to the opportunity and shared drive for impact will be essential, with an appreciation for the scale and potential of the role. Candidates will need to demonstrate an understanding of the complex role of a national governing body and leading within a membership organisation, but prior experience is not required. In accordance with British Cycling's scope and reach, the Committee are keen to explore applications from candidates across and outside of core sport.

# ABOUT BRITISH CYCLING



- British Cycling is the national governing body for the sport of cycling in Britain. It governs and develops the sport from grassroots participation through to supporting the riders representing Great Britain on the international stage.
- British Cycling's purpose is to bring the joy of cycling to everyone, and they're fulfilling this by building on the success of their elite riders and enabling more people to discover the joys of the sport.
- A community of members, clubs, and volunteers are at the heart of what they do and the impact they achieve. British Cycling is governed by a Board made up of directors who are nominated and elected by the membership and appointed independently. The HQ and [Executive Leadership Team](#) are based at the National Cycling Centre in Manchester, however the team operate nationwide, supported by regional boards of volunteers across [10 English regions](#). They also work in close partnership with [Scottish Cycling](#) and [Welsh Cycling](#), and with the international federation, the Union Cycliste Internationale (UCI).
- Their work is also guided by the [Discipline Commissions](#), who provide essential insight and knowledge to support British Cycling's work to develop the cycling disciplines: BMX racing, BMX freestyle park, cycle speedway, cyclo-cross, mountain bike endurance, mountain bike gravity, road and track.

British Cycling comprises of three parts:



**The British Cycling Federation** – governed by the British Cycling Board of Directors.



**British Cycling Ventures** – the commercial entity which hosts the Lloyds Tour of Britain and other landmark events which is governed by the BCV Board.



**The British Cycling Foundation** – the charitable foundation which is governed by its own Board of Trustees.

# THE ROLE

The Group Chief Executive Officer will provide overall leadership of British Cycling and its group entities, ensuring the delivery of strategy, strong governance, and long-term financial and organisational sustainability.

The CEO will act as Accountable Officer to UK Sport and Sport England and serve as the principal ambassador for the organisation, building trust and influence across a complex stakeholder landscape.



# KEY RESPONSIBILITIES

## Strategic Leadership

- Lead the delivery and evolution of British Cycling's long-term strategy (see page 8).
- Translate strategic ambition into clear, deliverable operational and commercial plans.
- Ensure alignment across all group entities, creating a cohesive and high-performing organisation.
- Embed a culture of collaboration and shared purpose between performance, commercial, and community functions.

## Commercial and Financial Leadership

- Drive the development of a diversified, resilient and sustainable income model.
- Strengthen commercial capability across partnerships, sponsorship, events, and digital channels.
- Ensure robust financial planning, investment and performance management.
- Maintain strong funder relationships, including clearly demonstrating impact and value of investment.

## Governance and Accountability

- Act as Accountable Officer for public funding bodies, ensuring full compliance with all regulatory, funding and governance requirements.
- Maintain the highest standards of governance, risk management, and transparency.
- Support and work closely with the Chair and Board to ensure effective oversight, performance and decision-making.

## Organisational Leadership and Culture

- Lead and develop a high-performing, aligned Executive team.
- Foster an inclusive, values-led, and high-performance culture across the organisation, where purpose and social impact are clearly understood, owned and lived at every level.
- Act as a champion for diversity, equity and inclusion.

## Stakeholder Engagement and External Relations

- Act as the leading ambassador for British Cycling nationally and internationally.
- Build and maintain strong, credible relationships with funders, partners, business, government, and the wider cycling community.
- Enhance the organisation's reputation, trust, and influence across sport and society.
- Navigate complex stakeholder dynamics with authenticity and credibility.

# PERSON SPECIFICATION

## Capabilities

- Strategic and forward-thinking leadership, including ability to translate vision into clear priorities and deliverable plans with pace, clarity, and focus.
- Commercial acumen, with an entrepreneurial mindset and the ability to identify and realise growth opportunities in a challenging funding environment.
- Strong leadership capability, able to inspire, align, and motivate teams while driving accountability and high performance.
- Highly effective stakeholder management abilities, capable of building credibility, influence, and navigating complex relationships across sport, government, and commercial sectors.
- A values-led and authentic communicator, able to represent the organisation with confidence and authority in high-profile, high-scrutiny environments.
- High emotional intelligence and integrity, with the ability to build trust, manage complexity, and respond with sensitivity and sound judgement.
- Collaborative and inclusive in approach, with the ability to create a strong sense of shared purpose and common endeavour.
- Resilient and adaptable, comfortable operating in ambiguity and leading through an evolving external landscape and pressures.

## Experience

- Proven senior leadership experience in a complex, multi-stakeholder environment, with the credibility and presence to operate effectively at Board and stakeholder level.
- Track record of leading organisational transformation and delivering sustainable growth, demonstrating resilience, agility and a solutions-orientated positive approach.
- Strong commercial leadership experience, including enabling diversified income streams and building strategic partnerships, with a proactive, growth and opportunity-focused mindset.
- Demonstrable financial acumen and business judgement, with the ability to balance risk and drive long-term sustainability and opportunity.
- Experience of leading high-performing teams, fostering inclusive, collaborative, and values-led cultures.
- Experience operating at Board level, with the interpersonal skills and emotional intelligence to build high-trust, effective relationships with Chairs and Non-Executive Directors.
- Evidence of acting as a compelling ambassador, with strong external visibility and stakeholder management skills.
- Experience within sport or leisure is not required, nor likewise of membership-based organisations. A passion for British Cycling's purpose and values is, however, a prerequisite, as is a strong customer/member focused mentality coupled with an appreciation of the scale and diversity of those British Cycling serve.
- Experience working with publicly funded bodies and within regulated environments is not essential, but an appreciation of British Cycling's role and accountability within this sector will be required, underpinned by strong judgement and integrity.

# HOW TO APPLY

British Cycling has appointed Russell Reynolds Associates to support this appointment.

To apply, please follow the link below quoting reference **2604-018L**:

[Please click here to apply](#)

You will be asked to:

- **Register your contact details**
- Upload your **CV**
- Provide a **Statement of Suitability** (maximum two pages), outlining how your experience aligns with the requirements of the role

Applications close at **23:59 BST on Sunday 10<sup>th</sup> May 2026**.

As part of British Cycling's commitment to inclusion, candidates are asked to complete a **Diversity Monitoring Form** [available here](#). There is the option to select "prefer not to say" for any question. This information is collected in aggregate and will not form part of the assessment process.

For a confidential discussion or if you experience any issues with the application process, please contact: [responses@russellreynolds.com](mailto:responses@russellreynolds.com) (quoting reference 2604-018L).

Please note that thorough referencing and due diligence will be undertaken for shortlisted candidates, including review of publicly available information.

**Location:** Manchester



## OUR GUIDING PRINCIPLES

## OUR STRATEGY

## OUR PRIORITIES

# OUR PURPOSE

To bring the joy of cycling to everyone



Financially sustainable

Relevant to all



Ahead of the curve

Prepared to innovate



**1** To support and grow the sport

We will expand our reach, creating inclusive and accessible opportunities for everyone to experience the joy of cycling across competition, clubs and in communities.

**2** To lead on the world stage

We will be a leader in our global community, be the most medal competitive nation and not just win but win well.



**3** To drive social impact

We will break down barriers and tackle inequalities, creating opportunities for everyone to lead healthier and happier lives.



## OUR VALUES





**BRITISH  
CYCLING**