

IDY UYOE, M.A.

Media • Marketing • Events



Summary

Idy Uyoe is an Olympic Scholar, event specialist and results-driven marketing professional, with 20 years of experience across a broad professional spectrum which includes sponsorship activation, strategic communication, crisis management, predictive analytics and digital media.

Education:

MA, Northwestern University

Sports Administration

Focus: Marketing & Public Relations

Specialization:

The Developmental Impact of the Olympic Games on City Branding, Urban Renewal, Policy Development and Destination Marketing

Selected Publications

- Beating Apartheid: Nelson Mandela and the Power of Sport
- The 2028 Olympic Games: Why Los Angeles Will Succeed
- The Refugee Olympic Team: 2016 Athletes of the Year
- Using Sport Tourism for Destination Development: A Case Study Africa
- Doping in Sports: It's Bigger than Russia
- The FIFA Football Crisis: Four Key Thoughts

[PLEASE SEE PORTFOLIO FOR COMPLETE LIST OF PUBLICATIONS HERE](#)

Professional Affiliations:

International Society of Olympic Historians

Key Field Projects

- IOC Partnership- Developed Marketing Courses, in partnership with Olympic Solidarity, for National Olympic Committees and Sport Federations in Africa
- Lead Researcher for Documentary, "Ali's Comeback: The Untold Story" in partnership with the CNN Airport Network
- **Closed a \$128 Million** partnership with client in the banking center who has multi year NFL Stadium naming rights deal.
- The 2016 Olympic Games – Developed media content around events and athletes, including the Refugee Olympic Team, in Rio de Janeiro, Brazil
- FIFA World Cup 2010 – Activated brand marketing initiatives at 11 Fan Park Viewing Centers during the 2010 Tournament in South Africa
- Olympic Games' Results Systems – Provided support services for global media outlets at the International Broadcast Center
- Olympic Games Knowledge Transfer – Provided education and training services for media and venue technologists during the Olympic Games
- Logistics Coordinator, the Olympic Torch Relay

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