



BRETT GOSPER



Gosper joined World Rugby (then the IRB) as CEO in July 2012.

This followed a distinguished career with **major international marketing services companies around the world**. This included Ogilvy Group in **Australia** and Paris, **CEO of Euro RSCG Wnek Gosper (HAVAS) in London**, CEO of TBWA in **New York**, CEO of the largest American advertising agency; McCann Worldgroup USA, and most recently as CEO of McCann Worldgroup for **Europe, Middle East and Africa**.

As Chief Executive of World Rugby and Rugby World Cup, Brett is responsible for the strategic and business operations of rugby's global governing body which comprises 122 national federations.

As the sport continues to reach out, engage and inspire participants in record numbers worldwide, Brett's responsibilities have grown in complexity.

They include :

the implementation of World Rugby's record investment, development and player welfare strategies, the planning and delivery of a record-breaking Rugby World Cup 2015 in England, **the ground breaking Rugby World Cup 2019 in Japan, Rugby World Cup in France 2023, the growth of the HSBC Sevens World Series and rugby's successful return to the Olympic Games in Rio 2016 and Tokyo 2020.**

A former rugby player himself, Brett was a Wallaby trialist for tours to Argentina and the UK; 1979, 1981 and represented Australia at Under 21 level. At 22 he was recruited by top French club; Racing 92, in Paris which he represented for almost a decade and played in several selections including for the French Barbarians against the All Blacks in 1986.