



Lerina Bright

Contact

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Personal

D.O.B: May 1, 1981
Nationality: USA & Sierra
Leone

Related Skills

Public Relations
Media Relations
Media Auditing
Protocol
Strategic Planning
Sports Governance
Stakeholder Engagement
Project Management
Change Management
Risk Assessment

Activities & Memberships

- *Alpha Kappa Psi*
- Founder, *The Tuesday Club* (Bahrain)
- IFA Grassroots Football Coaching Certificate

Languages

English (mother tongue)
French (basic)

MS Office Programmes

MS Word
Excel
Access
Power Point

Accomplished and multi-skilled professional that has lived and worked in Europe, Middle East & Africa, as well as the Caribbean and US. Reputed in forging strategic alliances in the international sport community; influencing thinking and building consensus through effective stakeholder engagement.

Education

The Protocol School of Washington, Washington DC – USA (2014)

Certificate - Professional Etiquette and Protocol Training

International Academy of Sports Science & Technology, Switzerland (2006)

M.S.A - Masters in Sport Administration and Technology

University of Miami, Florida – USA (2004)

B.A.I.S - Bachelor of Arts in International Studies & Economics

Professional Experience

Mission 89 – (June. 2017 – present)

Executive Director

Founded Mission'89, a research, education, and advocacy organization inspired by the 1989 United Nation's Convention on the Rights of the Child. The NGO carries out research to raise awareness of Child Rights and the trafficking of minors in sport. Advocates for mandatory regulations and accountability frameworks to safeguard the rights and interests of youth athletes, and offers education and vocational/job employability skills to empower athletes and their families to make better life decisions.

CONCACAF, Cayman Islands (Feb. 2014 – Nov. 2015)

Head of International Affairs & President's Office

- Strengthened the Confederation's position within the international football community with projects initiated such as the "Stakeholder Management Platform" and the "Achievements Report", which catalogued the progress made since the Administration took office.
- Led research based projects such as a survey evaluating the impact of the CONCACAF office on the Cayman Islands' economy.
- Oversaw planning and renovation of CONCACAF offices.
- Increased collaboration between CONCACAF, Confederations, Member Associations and other stakeholders.
- Streamlined office operations addressing issues such as, internal communication, project management & accountability & vendor engagement.
- Managed an office of up to 18 staff, supervising various functions as relates to Office Administration, HR, Finance, Compliance, etc.

AFC President and FIFA EXCO Election Campaign (Feb. – May 2013)

Campaign / Communications Manager

- Developed and implemented a cross regional and continental communication strategy that positioned the candidate as the leading candidate.
- Project managed the inception, editorial & design of campaign materials, website and all social media platforms.
- Oversaw campaign operations involving travel, international media relations, the facilitation of interviews, press conference etc.
- Supervised a multitude of outside consultants, set objectives and tracked campaign deliverables.

International Canoe Federation, Switzerland (Jan. 2011 – Feb. 2013)

Communications Manager (Media & Public Relations)

- Produced brand standard print and web publications for ICF press releases, newsletters, magazine articles, reports, manuals & guidelines etc.
- Editor-in-Chief of Planet Canoe, the ICF official magazine from 2011-2013.
- Drafted speeches and messages for the ICF President, provided training to colleagues attending ICF events as media representatives.
- Evaluated, monitored and analysed results of ICF activities in the media.

- Liaised with broadcasters at ICF Events to conduct interviews with athletes for ICF TV, website & social media sites.
- Implemented ICF Social Media Strategy for the London 2012 Olympic Games which promoted Canoeing and its athletes in selected domains.

Bahrain Olympic Committee, Bahrain (Apr. 2008 – Jan. 2011)

Head of International Affairs

- Developed and nurtured multi-tiered relationships with BOC Stakeholders i.e. IOC, Olympic Council of Asia (OCA), WADA, Local Organizing Committees etc.
- Organized events for visiting sport dignitaries such as Inter Milan FC Chairman Massimo Moratti and Luis Figo's visit to Bahrain in 2010.
- Managed the BOC's Olympic Solidarity Programme and developed Policy and Procedures that streamlined procedures for National Federations to apply and receive Olympic Solidarity grants.
- Project managed the conception, design and launch of the new Bahrain Olympic Committee traditional and commercial logos.
- Drafted the first Bahrain National Anti-Doping Organization (BNADO) Statutes.
- Authored "*Going for Medals*" & "*Bali 2008*", Bahrain's Beijing 2008 Olympic Games publication and handbook for the inaugural Asian Beach Games respectively.
- Prepared weekly and monthly presentations and updates for the BOC General Secretary.

Bahrain Football Association, Bahrain (Jan. 2008 – Aug. 2009)

Head of Football Operations

- Coordinated international matches and training camps for the Bahrain National Team.
- Developed the marketing and communication Plan that resulted in an unprecedented increase in spectator attendance at the Bahrain vs. Japan match, 2010 FIFA World Cup™ Qualifiers – Asian Zone.
- Collaborated with the FIFA and AFC Legal Departments in the revision and adoption of the BFA Statutes.
- Initiated a Knowledge Management Project that established the protocol for receiving and disseminating information; standardizing communication outputs and fostering transparency within the Federation.
- Campaign Manager of former Bahrain FA President Shaikh Salman Bin Ebrahim Al Khalifa for the FIFA EXCO – Asia Representative Election Campaign

Irish Football Association, Northern Ireland (Jan. 2007 – Oct. 2007)

Club Licensing & Risk Officer

- Successfully launched the Irish Football Association's Domestic and UEFA Club Licensing Scheme which detailed the various criteria that clubs are required to meet in order to play in the Irish Premier League and UEFA competitions.
- Created and developed all supporting documents (manuals, guidance notes, templates etc.) needed by football clubs to apply successfully for a Domestic and/or UEFA Club Licence.
- Developed a communications plan that ensured that the ideals and objectives of the Licensing Scheme were placed clearly in the public domain and received favorably.
- Developed the club licensing benchmarking tool that is used to evaluate how the Irish Premier League clubs are complying with the club licensing criteria.

Independent Projects

- **International Sport for All Federation (2009)** - Developed 5 Year Strategy Plan.
- **Bahrain Athletics Association (2008)** - Prepared the successful bid that secured the 2009 Asian Cross Country Championships for Bahrain.
- **International Olympic Committee (2006)** - Identified and mapped the IOC's approach to risk analysis and risk management in the 5 stages of the Olympic Games.
- **Polygiro Organizing Committee, Lausanne – Switzerland (2006)** - Prepared the original blueprint for the 1st Annual Polygiro Cycling Tour that connects 3 universities, in 3 different countries (Italy, France, Switzerland) in 4 days. <http://www.polyathlon.org/polygiro.php>.