

PROFILE

Richard Henman | CEO & Founder

Richard has been involved in the sports marketing industry for the past eight years having initially started in the leisure sector with leading UK health club operator Esporta Health & Leisure Group.

Richard then worked as an account manager for an event marketing agency on one of the largest corporate golf tournaments in the world: The Audi Quattro Cup. He was responsible for client management and in charge of a team across the UK. Richard also worked on other Audi events including: Audi Young Designer of the Year, Audi Food and Wine Evenings and corporate events for brands such as Lexus and Wella.

Richard then moved into live event production, working as a Business Development Manager for an award winning event production agency. Live events included the launch of the 2002-03 Renault Formula 1 car and team in Paris, the pan-European training programme for Deloitte Consulting, conference and award ceremonies for Barclays Bank Plc, the UK and European launch of the Honda Civic, Jazz and CRV and the press launch party for the Nissan Micra.

Henman Communications was founded in 2003 and has built a good reputation for building brands in the sport, media and entertainment sectors through innovative public relations, communications, brand building and sponsorship programmes.

After five years operating in the market place, Richard and his team have experience working across a range of clients including: national and international governing bodies and sports associations, rights holders, local and international print and broadcast media as well as consumer brands across many industry sectors.

Henman Communications has created a network of leading sports marketing agencies and individual marketing and communication consultants, that give us the capacity to deliver results, achieve client's requirements and meet expectations at a cost effective price.