

NATHALIE NÉNON-ZIMMERMANN APPOINTED LFP MEDIA'S DIRECTOR OF PARTNERSHIPS

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LFP Media announces the appointment of Nathalie Nénon-Zimmermann as Director of Partnerships.

Reporting to LFP Media's Chief Executive Officer, Nathalie Nénon-Zimmermann will be responsible for developing sponsorship and advertising revenues, event promotion activities and licensing for LFP Media in France. She will contribute to strengthening the appeal of Ligue 1 McDonald's and Ligue 2 BKT among brands and partners, while supporting the development of LFP Media's new commercial ambitions.

With more than twenty-five years of experience across the sports, media and marketing sectors, Nathalie Nénon-Zimmermann joins LFP Media with recognised expertise in revenue development, strategic partnerships and rights commercialisation.

A graduate of ESSCA, she began her career at Mars before joining the France 98 FIFA World Cup as Marketing and Sponsorship Manager. She subsequently continued her career within the M6 Group before founding several consulting firms in Paris and London, advising federations, event organisers and rights holders on their development strategies.

She also held senior management positions at Sportfive in France and Switzerland before becoming Global Managing Director of Kantar Sport in London in 2015. In this role, she led audience analysis, fan insights and partnership evaluation activities for major international sports organisations, including FIFA, UEFA, Liverpool FC and Inter Milan.

In 2018, she joined Webedia as Managing Director of its Sports division before being appointed Deputy Managing Director of the group, overseeing strategic accounts. She then joined Olympique de Marseille as Deputy Managing Director, in charge of marketing and revenue.

Her experience spans more than ten sports disciplines, as well as supporting numerous international sports properties and events.

More recently, Nathalie Nénon-Zimmermann was Managing Director of Oxygen Solutions, a company specialising in measuring and managing CSR impact in the sports and leisure sectors. Actively involved in the sports innovation ecosystem, she is Secretary General of SporTech for the 2025-2026 term and plays an active role in several initiatives promoting diversity and the representation of women in sports governing bodies.

Olivier Bramly, Chief Executive Officer of LFP Media :

"We are delighted to welcome Nathalie Nénon-Zimmermann to LFP Media. Her recognised expertise in business development, in-depth knowledge of the sports, media and marketing sectors, as well as

her international experience, will be valuable assets in accelerating the growth of our partnership activities. Her appointment fully supports our ambition to strengthen the appeal and value of our competitions among brands and all our partners."

<https://www.lfp.fr/article/nathalie-nenon-zimmermann-appointed-lfp-media-s-director-of-partnerships>