

Manu Sawhney named ICC's new CEO



The International Cricket Council (ICC) has named Manu Sawhney as their new Chief Executive Officer, formally replacing David Richardson after the ICC Men's Cricket World Cup in July this year.

Manu Sawhney, who has previously been the CEO of Singapore Sports Hub, Managing Director of ESPN Star Sports and holds a vast experience of 22 years in global commercial sport management. Manu has also worked as a non-executive director of the Audit Committee of Manchester United Ltd., and has also led the global broadcast partnership deal with the ICC that ran from 2007-2015. Hence, the Nominations Committee led by ICC Chairman Shashank Manohar ended their global search and appointment of a replacement for David Richardson.

Manu will formally join the office from July, after completion of the World Cup and his proven excellence and "22 years of outstanding commercial experience" is expected to ICC's new "global growth strategy" in coming days. Having worked with ESPN for 17 years, Manu holds experience in both sport and broadcasting, and will understand the cricket landscape and its complexities quite easily - making him to be the perfect candidate who was chosen for the role unanimously by the Nominations Committee.

Prior to taking over Richardson, Manu will join ICC in mid-February and will work alongside the outgoing CEO for smooth transition of the role change. Speaking about this, Manu Sawhney said, "It is a great privilege and responsibility to serve the global cricket community as CEO of the ICC. The sport has more than a billion fans and an ambitious growth strategy so it is a very exciting time to lead the organization."