

John Gleasure was born in 1970 in Burnley and brought up in Burnley – he went to Park Hill Convent School and then onto LRGS as a boarder living in Storey House in 1981 and then into School House where the house master was the late great Doug Cameron.

Doug was his cricket coach and John became an exceptional cricketer loved by Doug for John's spin of the ball.

John was the first team cricket captain but also played second team rugby.

John's cricketing achievements were fantastic playing for Lancaster Cricket Club while still at school, this was when Lancaster were a real force to be reckoned with, and also John played in the Lancashire Federation team.

In 1992 John then went to Newcastle University to study Geography but switched in 1993 to do a Law conversion course and whilst there became the university cricket captain.

Once John had graduated, his first job was in the music industry at EMI Records and in the three years, whilst he was there, he was their trade marketing manager.

Then in 1998 John's big break came in his career when he was appointed Sky Sports brand manager - the first person to have that role so he now entered the world of sport.

In 2001 John then moved to Hutchinson 3g as the Head of Sport who were the first organisation in the world to have 3g products - like videos on your mobile phone.

It was now 2004 and John moves to Sony pictures as the Director of Pictures so he is now in the film world.

Then in August 2005 John made the most difficult decision he had ever made as he and his partners set up a new firm called **inform** as an independent sports marketing agency operating in media rights - managed media services - sponsorship hospitality and direct marketing.

Becoming the world's leading digital specialist in sport based out of offices in Hammersmith, London.

They were the no1 internet and mobile sports rights catalogue, the no1 provider of sports video to pc services with over a 1000 live events a year, the no1 provider of sports videos to ip and web tv with over 2000 hours a year and the no1 sports provider to mobiles with over 5000 video clips a year.

Inform then became **perform group** becoming the second largest digital firm in the world who in 2011 were listed on the Footsie stock exchange in London for £740 million pounds – John has said that I can say this as it is in the public domain!

John stayed with perform group as their chief business development officer becoming executive vice chairman.

In 2014 Perform decided to delist from the footsie stock exchange and become a private limited company so in 2015, they changed its name to dazn **d – a – z – n**

where some of you would have seen the black logo on your televisions with the letters - da then zn beneath in a square frame.

Dazn provides live and on demand sports streaming services as the leader in global sports media with over 2,400 employees in 25 different countries throughout the world providing over 10,000 live sport events a year, with revenues of 1.2 billion US dollars!

They are the world's largest and fastest growing sporting streaming service using world class technology to revolutionise the industry.

Within the dazn/perform group was the oldest and leading US and global sports publisher "**the sporting news**" so after eight years within the dzan group, sporting news was acquired by an international investment group with deep sports media and gaming experience who are now revolutionizing and energizing one of the world's most iconic sports brands where John is the executive chairman.

John is still a board director at dazn and with over 25 years' experience within the international sports and media arena he finds time looking after or mentoring about ten or more small businesses in the sports, music, digital and technology sectors.

John we are delighted to have you back here today and thank you for giving up your time to come to LRGS Speech Day to present the prizes.

So, John I think it's time for all of us to hear from you – so boys and girls and everyone here today – Mr John Gleasure.