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New global CEO appointed to RugbyPass
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Sky and RugbyPass are pleased to announce the appointment of Neil Martin as the new global CEO of RugbyPass. Neil brings a wealth of high level industry experience to the role, having previously worked at Sky UK, OSN and Astro Malaysia.

Tim Martin, the founder of RugbyPass, has been appointed Executive Chairman. The appointment follows Sky's purchase of RugbyPass in August, and in his new role Tim will provide leadership and direction to the Board, including supporting the development of the RugbyPass vision and strategy for future growth. He will also have a key role in business development.

Tim says: "We're hugely excited to bring an executive of Neil's calibre into RugbyPass. Over the last few years, the team has done a great job laying the foundations for what is becoming a very exciting business. We're now ready to take that next step up, and we need the highest quality of personnel to do that – Neil certainly fits the bill. I'm very pleased to have him leading the business into this next phase of its life."

Neil will be establishing RugbyPass' European headquarters, to complement the existing offices in Dublin, Singapore and Auckland.

Neil says: "RugbyPass has established itself as an important player in the sport streaming world, including as the rights holder for SANZAAR in 62 countries across Asia and Europe. Its media channels reach over 40 million people a month, and it has the ability to reach rugby fans in markets that are not currently well-served with rugby content. I'm excited at the opportunity to develop and implement an ambitious growth plan for more markets, leveraging Sky's capabilities to provide high quality and engaging rugby content."

Sky CEO Martin Stewart welcomed both appointments and congratulated Tim and Neil on their new roles. "Tim has done an exceptional job developing RugbyPass to where it is today, and Neil has the deeply-relevant international experience, acumen and drive to take RugbyPass into its next significant growth phase.

"The purchase of RugbyPass has opened up significant opportunities for Sky and for our partners, and I know that Tim and Neil are eager to make the most of those opportunities."

The new roles are effective from 1 October.

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