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WINNERS OF THE 2024 FOOTBALL BUSINESS AWARDS ANNOUNCED

- Emma Hayes OBE given the Outstanding Contribution to Football Award**
- Andrew Cullen, Chief Executive, Portsmouth FC wins the CEO of the Year Award**
- Attended by over 500 leading football industry executives, the awards are considered the industry's foremost accolade**

The winners of the 2024 Football Business Awards were announced today with **Emma Hayes OBE** winning the Outstanding Contribution to Football Award and Portsmouth FC CEO **Andrew Cullen** crowned CEO of the Year.

Brentford FC were the most successful football club at the awards, claiming gold in the Equality, Diversity and Inclusion category and two silvers for Best Fan Engagement and also Best CSR Scheme.

Emma Hayes OBE won the prestigious '**Outstanding Contribution to Football**' award. She was celebrated for her tactical intelligence, innovative coaching, and commitment to player development. She was also commended for being a tremendous advocate for gender equality in sports, using her platform to promote opportunities for women in football. Her achievements and dedication have inspired many, making her a real trailblazer and role model in football.

This year, for the first time a special **Commemorative Team Award** was handed to the **Arsenal Invincibles 2003-4**. David Dein and Jens Lehman who played pivotal roles in that extraordinary accomplishment were present at the ceremony to accept the award.

Clubs from across the Premier League, EFL and SPFL joined sponsors, partners, community schemes and businesses to celebrate exceptional work in football across 21 categories at a lunchtime ceremony at The Brewery in London.

The Football Business Awards recognise and reward the off-pitch talents and endeavours that are an invaluable, part of the fabric of football and the communities that the clubs serve.

Attended by over 500 prominent football industry executives, the awards are considered the industry's foremost accolade, attracting hundreds of entries every year from both the business units within football clubs and those professional services and businesses dedicated to supporting clubs and the game itself.

Rory Ross Russell, Founder of the Football Business Awards, said: *"For the past 12 years this event has celebrated success achieved off the pitch rather than on it. This is the chance for all businesses who work in the football industry as well as the commercial teams and the community foundations in the clubs, to have their much deserved turn in the spotlight."*

The winners are:

CEO of the Year - Premier League	Billy Hogan, CEO, Liverpool FC
CEO of the Year - Championship	Neil Bausor, Chief Executive, Middlesbrough FC
CEO of the Year - League One	Andrew Cullen, Chief Executive, Portsmouth FC
CEO of the Year - League Two	Ben Sadler, CEO, Morecambe FC
CEO of the Year - SPFL	Andrew McKinlay, CEO, Heart of Midlothian FC
Outstanding Contribution to Football	Emma Hayes OBE
Best Club Marketing Campaign	Norwich City x World Mental Health Day 2023
Best Brand Activation Involving Football	Paris Saint-Germain x Accor - vALLentine's Day
Innovation Award	Luton Town FC - Getting The Kenny Premier League Ready
Agency of the Year	50 Sport
Best Corporate Social Responsibility Scheme	Everton in the Community - Steve Morgan Foundation and EitC Impact Model
Best Business Serving Football	Stadion
Best Professional Services Business Serving Football	KSS Design Group
Best Digital / Social Media Team	The FA - Lionesses Social Media Team
Sponsorship / Partnership of the Year	Xero - Women's Football Partnerships
Football Technology Award	Manchester City: CITYPLAY app and tracker, powered by Playermaker
Women's Football Business Award	Arsenal Women
Sustainability Award	Brighton & Hove Albion FC
Best Fan Engagement by a Club	Birmingham City FC - Blues Open House
Equality, Diversity & Inclusion Award - Non Premier League	Rochdale AFC Community Trust
Equality, Diversity & Inclusion Award - Premier League	Brentford FC
Best Football Community Scheme – non Premier League	Argyle Community Trust
Best Football Community Scheme – Premier League	LFC Foundation
Overall CEO of the Year	Andrew Cullen, Chief Executive, Portsmouth FC
Commemorative Team Award	Arsenal Invincibles 2003-4

To find the full list of winners, silver and bronze recipients and for more information, visit <https://footballbusinessawards.com/>

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Note to editors

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The Football Business Awards

The Football Business Awards (FBA) recognise many of the unsung heroes behind the scenes who help to shape the whole football industry. We celebrate both the business units within football clubs responsible for commercial success and off pitch activity alongside those professional services and businesses dedicated to supporting clubs and the game itself. This annual event is designed to celebrate successes and reward innovation.

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