

Charter : EBU Executive Working Groups

Overview

The EBU is short of deep expertise in key areas of growth and our national governing body simply does not have the financial resources to hire this executive level of management. We have a huge pool of talent and expertise amongst the EBU Membership of over 50,000 from which we invite volunteers to join one of our three Executive Working Groups.

The 3 key areas identified by the EBU are **Marketing/PR, Commercial**, Technology.**

** Commercial includes all high level commercial activities, includes business and partnership development, contracts, ...

Structure

Each group will act as one "C-class" exec, reporting into the CEO (Gordon Rainsford) driving strategy, help structure planning, consult, as well as execution, where appropriate and willing/able.

Formation

Each group, of about 3 volunteers, has a hiring committee composed of the CEO and a small number of board members. Everyone in the group will be an SME (Subject Matter Expert) in a relevant area or discipline.

