

Title : Mr

Forename : Adam

Surname : Steiner

Occupation and position held (if applicable): : Chairman and Manager of Haverstock Fencing Club

MEMBER NOMINATIONS

Eric Lauga, Alex Agrenich, Alexander Truuvert, Anna Anstal, Lorenzo Paolasini, Colin Ratcliffe, Mark Myers, Lukas Nomgaudas, Giles Morris, Roeland Heerema, Margarette Oniye, Patrick Lawler, Andrew Hall, Pablo Dejuan, William Patten

Please describe your Fencing Experience & BF Service : I have just over forty years of fencing experience: training, competing and coaching in the UK and abroad. I was lucky enough to be introduced to fencing at school and have continued ever since, initially at foil and later at epee. Predominantly a member of Haverstock Fencing Club, which I first joined in 1996, I have also trained at: Salle Paul, Salle Boston, London Fencing Club, The Lansdowne Club, Haverstock FC and the South China Athletic Association, and attended fencing camps in Hong Kong, Romania, Russia, Hungary, Germany, and Wales. My career peak ranking was 38th in Men's Senior Epee in 2015. I still compete on the Veteran's and Senior circuits.

I have been a BF registered coach since 2021, focused on Under 14 and community coaching. I was elected Chairman and Club Manager of Haverstock Fencing Club in 2024. In that volunteer role I have: sourced and implemented a sports management software system for the club, rebuilt its website and online presence, introduced formal accounting and financial monitoring, standardised the equipment, brought the club into line with all BF membership and governance regulations, expanded the coaching team from two coaches to six, and led a marketing drive which has increased membership by more than 50 percent.

I am a member of British Fencing, British Veterans Fencing and in the process of applying to the British Academy of Fencing. In the past I have occasionally helped BF staff in an informal advisory capacity. My contributions to the broader fencing community have been principally as an occasional volunteer referee and armourer, and by helping to organise charitable activities.

Please describe your Governance/Company Director/Board level Experience: (This can be in private or public sector, sport or non-sporting capacity.) :

I was a co-founder, Company Director and ultimately Chief Executive Officer of a start-up investment management company which specialised in investing in and then improving the long term operational performance of smaller companies. It started as two desks in a rented office with no clients and by the time of my retirement from the private sector had grown to a company managing and advising approximately £2bn of client assets.

The core of that business involved working constructively with boards of directors on corporate governance, strategic vision and implementation. This required a strong understanding of the legal, practical and political issues around institutional change and the delivery of organisational objectives. As a result of that work, I have significant expertise in boardroom dynamics, corporate governance, working with regulators, corporate strategy, operational improvement and financial analysis & forecasting.

How would you support the strategic objectives of British Fencing (Grow Participation, Create a Sustainable Future, Deliver GBR Success, Support Women and Girls, Deliver Positive Social Impact) if elected to the Board:

I would support BF in achieving its strategic objectives by utilising my experience as a businessperson, a club manager, and my relationships with other club managers. I would seek to help the board to better understand the real-world obstacles which can hinder BF and clubs from achieving their shared objectives, and attempt to guide the BF board and executive towards policies which clubs would see as relevant and helpful.

I see BF's objectives as often being closely aligned with those of clubs and the broader fencing community community. For examples of working towards the same goals, I would point to the following changes made since I became Club Manager at Haverstock. The club has:

- Supported Women and Girls by creating the (long overdue) role of Women's Captain and formally made increasing and retaining female fencers our number one strategic priority.
- Delivered positive social impact by introducing a formal system of scholarships and bursaries to support lower income members and new cheaper forms of membership for students and occasional visitors.
- Started to actively build relationships with local Camden Schools including beginners courses for teachers, in-school advertising etc.
- Made donations of surplus kits to community projects including helping to establish a new SEND school group
- Grown participation through improved marketing and introducing a new Cadet session and weekend sessions.
- Sought to deliver sporting success by hiring more qualified coaches, and increasing our level of competition support.

Please indicate and describe your current qualifications and practice experience in relation to those sought by the Board.

Delivery/Oversight of World Class Performance Programmes in Paralympic Sport : N/A

Private sector fundraising/commercial activities to support British Fencing strategic priorities: I have significant experience in fundraising and a wide range of commercial activities through my previous experience as CEO of, and significant investor in multiple smaller businesses.

If requested by British Fencing, I would be willing to use my extensive contact network in the financial services industry to seek sponsorship and collaborative opportunities.

Sport/activity procurement in the education sector (primary/secondary) : Through my direct dealings with Camden schools, and as the parent of two neurodiverse school aged children who have fenced, I have some practical experience of the financial and logistical challenges facing schools in bringing fencing to the curriculum.

HR : In my role as CEO, I was responsible for recruitment, retention, formal performance appraisals and salary negotiations. I also have some formal training as an Executive Coach from Ashridge.

Please indicate whether you fall into the following under-represented categories

Disabled people : No

Ethnic minorities : No

Females : No

Please describe any additional skills and attributes that you believe you would bring to the Board if elected. Please study the job description for a Board Director on the British Fencing website. :

I believe I possess the skills, experience and qualifications listed by British Fencing as preferable for Board Directors, almost all at a high level. I have expert level expertise in board governance, strategy, finance and operations, risk management, marketing and communications, commercial and business development, a deep experience of grass roots fencing, club development and coaching experience at a development level. I have multiple financial qualifications.

I have tried most sword-arts at some point, and have contacts within the HEMA community which may be useful for British Fencing over the long term.