



SPORTS MARKETING  
SURF TEAM MANAGER  
PRO SURFER COACH

# PHILIPPE MALVAUX

FORMER PRO SURFER  
FORMER WSL JUDGE  
CONTEST DIRECTOR

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# Profil

Within' the surf industry for 20 years, I've acquired a strong acknowledge of Sports marketing and Team management thanks to my last experience with Nike 6.0 and then Hurley, during the 2010s.

30 years in the Surf world, starting as a Pro Competitor and then Pro Coach (from young comers to World Tour Athletes), with a great 5 seasons experience of professional judge on the WSL Tour and now working as a sports marketing specialist.

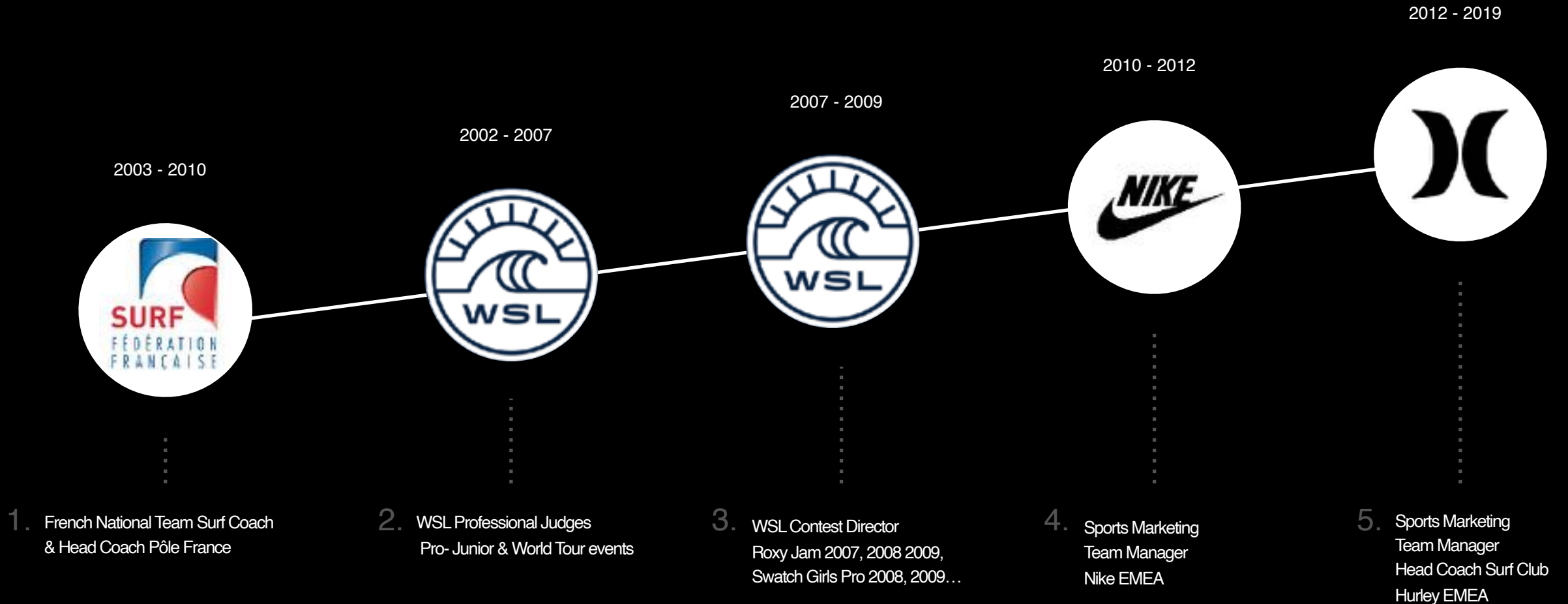
This journey makes me connect with the whole world of surfing, resulting a strong global network and relationship in the surf industry as well as anywhere along the cost with surfers, photographers, camera-guys, coach, medias and more...

Able to support and optimize any athletes or brand activation on field .

Very accurate vision of the surfing world in general and his values from the technique on the wave to the business/media development.



# Experiences





# Formation

- Former **thermal engineer**
- Surf trainer national degree 2
- 30 years of Surfing , **Former Competitor**
- 20 years of **Surf Coaching**
- 10 years **Team Manager / Sports Marketing**
- 5 y ears **Judge** on the WSL tour
  - ( Pro- Junior to World tour Events)
- **Video Coach Specialists**



## **Coaching:**

Lee ann Curren, Marie Dejean, Pauline Ado,  
Rip Curl pro 2009  
Hossegor FRANCE



## **Training :**

Hurley Surf Club, Physical activities  
Hossegor, FRANCE



## **Grass Roots event :**

After School Contest ,  
University of Bordeaux Lacanau, FRANCE



## **Contest Director:**

Roxy Jam 2009  
Biarritz, FRANCE

# Qualification

- **Athletes management and coordination**
  - Daily Athletes managing
  - Contracts
  - Logistics
  - promo budget
  - Detect and recruit new talents , next generation
- **Contest Coaching and Training:**
  - Help achieves titles for the athletes representing the brand
- **Team trips :**
  - Logistics
  - Budgets
  - Content production ( videos clips, socials medias, photos shooting ... )
- **On-field Event support :**
  - Grassroots events
  - Video premiere
  - Signing session
  - Test demos
  - Artists activation
  - Athletes activation
  - Customers experience
- **French, European and Global network**
  - Athletes, Influencers, media, coaches, photographers, camera guys, team managers Surf industry ...
  - Strong Media relationship
- **Video Coach expert: Any level**
  - Passionate about training and technology
  - Using the best tool for videos correction
- **Social media production**
  - Instagram, Facebook stories, videos and photos productions



**Sport Marketing:**  
Managing the best Athletes in the world



**Athlete Support**  
Carissa Moore ,  
Roxy Pro France 2017 Champ  
Hossegor France



**Grass roots event**  
After School Contest  
Surf, Skate, Music Festival  
Lacanau France



**Social Media**  
Spreading the fun on instagram  
Oi RIO PRO  
Rio De Janeiro, Brazil



# On-field Support Events

A few examples

## **After School Contest**

Surf, Skate, Music Festival  
Lacanau France



## **Wetsuits Demo days**

Anglet, La torche, Peniche



## **Video Premiere activation**

Nic Von Rupp, My Road movie, Portugal



## **Beach days activation**

Soccer world cup, Hossegor



# On-field Support Events

## Signing Sessions activation

International Hurley Team, Hossegor



## Kai Lenny's Event

France Spain



Customers connexion



Foil Day Event, Hossegor

## Sales meeting activation

European Team, Barcelona



Video coaching experience



Hossegor free session



# On-field Support Events

## **Waves For Water**

Rio De Janeiro, Brazil



## **Tom Sachs Event**

Video Premiere

Biarritz , Saint Jean de Luz,  
Paris, San Sebastian



## **Surfers Not Street Children**

J-Bay, South Africa





# Team trips

## **Surf Ranch Experience**

Youth Team Hurley,  
Kelly Slater Wave pool,  
Lemoore California



## **Nike 6.0 Surf Team Trip**

Videos clips, Photos Shooting  
Java Indonesia



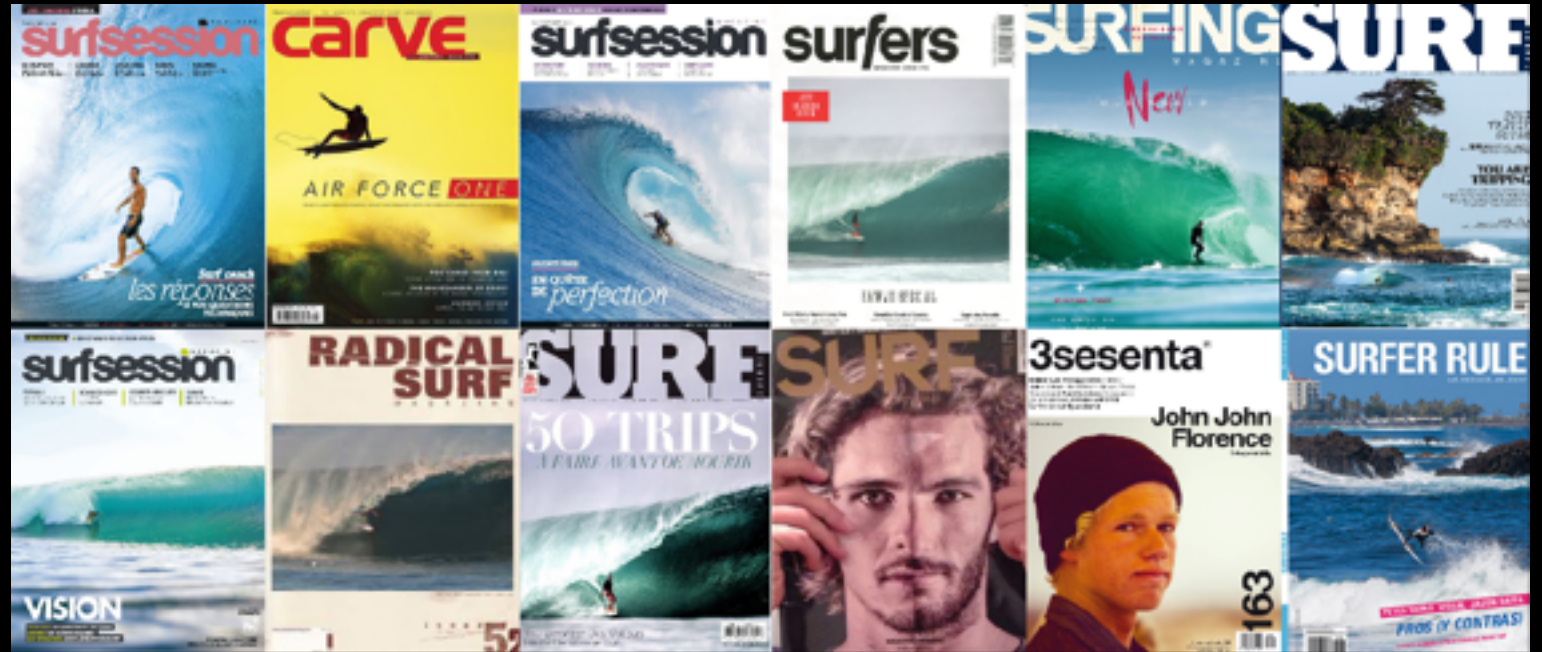
## **Slab Hunting**

Shooting ads  
Naum Ildefonse,  
Galicia Spain



# Media network

Owning media exposure over Europe



## **Cross Sport's connection**

Surf vs Football :

Michel Bourez Julian Wilson

Kolohe Andino Alejo Muniz

Christiano Ronaldo Pepe





# Coaching Expertise

Support Athletes on Surf Contest  
world wide



**Sam Piter, Pro Junior WSL**  
Caparica, Portugal



**Nic Von Rupp, WQS WSL**  
Trestles California



**Mahina Maeda,  
World Junior Champ**  
Hossegor France



**Michel Bourez,  
Winner Rio Pro World Tour Event WSL**  
2014

# Coaching Expertise

## Hurley Surf Club

European Head Coach



**Carissa Moore, « learn from the best »**  
Agadir, Morocco



**Customers experience,**  
Biscarosse, France



**Using best technology**  
San Sebastian, Spain



**Kids experience**  
San Sebastian, Spain



# Detect and recruit New comers, New talents



## Daily Support on-field with next generation

Dean Vandewalle, Noa Dupouy, Killian Guerin, Sam Piter



## 3 Europeans Champ 2005

Joan Duru, Marc Lacomare, Timothé Creignou,  
ISA European Championship. Caparica,  
PORTUGAL



## Next Generation

Dean Vandewalle, Belgium,  
Adur and Iker Amatriain, Spain, Sam Piter,  
France

After all those years in a sports-marketing's office and on the ground pretty much daily, I have a strong knowledge of our surfing world, his culture and values and also of the level of Surfing.  
I could be a good asset to:

- Reinforce your team squad.
- Detect, recruit and support the best Athletes and the new comers.
- Strengthen the image of the brand
- Have a key role in content productions
- Being a link in between the brand and the athletes
- And more...



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