



Surname: **ALEXANDER**  
First Name: **Cherry**  
Country: **Great Britain & NI**  
Date of birth: **25 Dec 1960**  
Languages: **English (native), German (beginner)**  
Profession: **Director at National Sports Governing Body Major**  
Position: **Events Director**



### **Professional positions within athletics**

Major Events Director  
Lead on UKA Rules, Fixtures and Competition Advisory Group, Birmingham (1995-2015)  
Member of LOC for LOCOG – London 2012, London (2010-2012)  
Member of European Athletics Competition Committee, Lausanne (2015-2019)

### **Other professional experience**

Nike International – Athlete Promotions Manager, Newcastle (1981-1991)  
Member of UK Sport International Leadership Programme, London (2010-2012)  
IAAF & WPA World Championships 2017 – Managing Director, London (2015-2017)

### **Education**

Secondary Education (1971-1976)  
Business Management Course (1976-1979)

### **Other relevant experience**

Leading roles across 12 successful Major Championship bids, Birmingham (1991-2018)  
Founder of Women in World Athletics Project – now global, Birmingham (2013-2019)  
Meeting Director of UK Diamond League meetings, London/Birmingham (2013-2019)

### **Candidate's merits**

Cherry has been working in Athletics for 40 years and is highly respected by colleagues across the globe. She operates with integrity and her style is to listen, engage and deliver quality outcomes.

