

MARTIN STANOVSKÝ

Candidate for the ICF Vice President 2024



PERSONAL INFO

MSc Martin Stanovský jr., MPA

Age: 28

Residence: Dolny Kubin, Slovakia

Nationality: Slovak

NF position: Executive director, Paris 2024 Team Leader

CONTACT

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Dear canoe family,

With great pleasure, I would like to announce my candidacy for the position of Vice President of the International Canoe Federation.

I have been involved in canoeing since my early childhood as the third generation of a canoeing family with a significant background. My grandfather introduced canoeing to our city. My father - Martin was a national athlete for Czechoslovakia and has over 20 years of involvement as an official in Slovak Canoeing and other Slovak sports organisations. He is currently the Vice-President of Slovak Canoeing and Chairman of the Whitewater section. My uncle - Miroslav was an Olympian in Atlanta 1996 and Vice European Champion. My cousin - Sona is a Canoe Slalom U23 World Champion and multiple Canoe Slalom medalist, and my brother - Jakub is a medalist in junior and U23 events.

My top achievement as an athlete is a silver medal in Kayak Cross at the World Cup in 2020, following several medal achievements in Canoe Slalom international events.

Since my teenage years, I have been engaged in various projects, ranging from private business activities to voluntary and leadership roles in sports organisations. I have had the opportunity to experience all positions in canoeing. Although I was initially perceived as one of the youngest officials, I have always been able to turn this into an opportunity to bring new visions for our sport's development at all levels, thanks to my education, personal and business experience. I have been successfully involved in the development of a youth venue for all canoeing disciplines in Slovakia. Currently, I'm co-leading one of the biggest venue projects for all canoeing disciplines in the world.

Outside the world of canoeing, I have extensive experience in the creation and implementation of development and investment projects for municipalities as well as private companies.

We have a huge opportunity to grow our community, strengthen relationships between national federations, build sustainable canoeing and development projects, enhance leisure and tourism potential, and take advantage of modern marketing strategies and AI technologies to promote all Olympic and non-Olympic canoeing disciplines across all continents.

The paddling community consists of several million enthusiastic athletes and tourists worldwide who enjoy following the performances of the best in the elite sphere of canoeing. Canoeing is the most beautiful sport, and together we can create one of the leading global sports federations. It would be a great pleasure for me to face future common challenges and to help promote canoeing and ICF values all over the world.

Yours sincerely,

MSc Martin Stanovský jr., MPA

EDUCATION

2014 - 2017

BSC DEGREE - INTERNATIONAL ECONOMIC RELATIONS

SPECIALISATION: INTERNATIONAL BUSINESS

UNIVERSITY OF ECONOMICS, KRAKOW, POLAND

studies in English, Rector's scholarship for scientific achievements granted

thesis: *The role of smart specialisation in development - comparative analysis of Slovakia and Poland*

comparative analysis of smart specialisation strategy between Slovakia and Poland; strategy implementation; innovation implementation; RIS3 (Research & Innovation Smart Specialisation Strategy) implementation plan; development progress of countries and future challenges in economic and social sides

2007 - 2020

MSC DEGREE - INTERNATIONAL ECONOMIC RELATIONS

SPECIALISATION: INTERNATIONAL BUSINESS

UNIVERSITY OF ECONOMICS, KRAKOW, POLAND

studies in English, Rector's scholarship for scientific achievements granted

thesis: *Sports marketing - the case of Slovak Canoeing - Whitewater section*

empirical research; analysis and evaluation of the past and current marketing activities; organisational structure; background and future opportunities of the Slovak Canoeing – Whitewater section; recommendations and proposal of new complex marketing strategy for another Olympic cycle

2021 - 2022

MPA DEGREE - SPORTS DIPLOMACY

PRAGUE UNIVERSITY OF ECONOMICS AND BUSINESS, CZECH REPUBLIC

IN COOPERATION WITH CZECH OLYMPIC COMMITTEE & SLOVAK OLYMPIC AND SPORTS COMMITTEE

thesis: *Sports diplomacy as a tool for achieving foreign policy goals of Australia*

CERTIFICATES

2017

CANOE COACH - 1ST DEGREE

Comenius University in Bratislava, Slovakia

2020

PROBLEMS IN CROSS-CULTURAL COMMUNICATION

international project focused on current challenges and problems solving in cross-cultural communication organised between Nagasaki University (Japan) and Cracow University of Economics (Poland)

2021

ICF INTERNATIONAL TECHNICAL OFFICIAL

Canoe Slalom & Kayak Cross

2024

CANOE COACH - 2ND DEGREE

Comenius University in Bratislava, Slovakia

LANGUAGE SKILLS

SLOVAK	NATIVE
ENGLISH	C1
GERMAN	B1
RUSSIAN	A2

EXPERIENCE

2013
- Present

- **project management** - EU structural and investment funds & state investment aid; project planning, creation and implementation of development and investment projects for private and public entities
- **web creation** - web builder & web designer
- **event manager** - organiser of sports, public and political events

2014
- Present

TECHNICAL MANAGER - ECA JUNIOR SLALOM CUP SERIES

management and organizational support of the largest Canoe Slalom series with over 700 athletes from more than 80 clubs in 8 European locations.

2019
- 2021

BOARD MEMBER

SLOVAK CANOEING - WHITEWATER SECTION

- responsible for the events and judge's agenda

2021
- 2023

EXECUTIVE MEMBER

SLOVAK CANOEING

2022
- Present

EXECUTIVE DIRECTOR - SLOVAK CANOEING

responsible for marketing and propagation of Slovak Canoeing - Whitewater section, co-leading activities with Chairman of Whitewater section in operations and the administration, financial revision, responsible for communication and relationships with international sports governing bodies; preparation of presentations, sponsorship and advertisement agreements, negotiations and communication with authorities and partners

2022
- Present

CHAIRMAN OF THE ORGANISING COMMITTEE - CANOE BRATISLAVA / SLOVAK CANOEING

- 2023 ECA Junior and U23 Canoe Slalom European Championships, Bratislava - Slovakia
- ECA Junior Slalom Cup Bratislava 2023
- ICF Canoe Slalom World Ranking Race Bratislava 2023

2024

TEAM LEADER - CANOE SLALOM TEAM

- PARIS 2024 Olympic Games
- ICF Canoe Slalom World Cups
- ECA Canoe Slalom European Championships

