

Julen Beer Ayo – 400 word manifesto

Having been a City fan all my life, following both the Men's and Women's sides for as long as I can remember, I feel honoured to have sat on the Trust Board for the last three years. Having grown up with supporter ownership both in Exeter and in Bilbao, making our ownership model a success is something I feel very passionate about and is the reason I am standing for election again.

I have also had the immense privilege of sitting on the board of my boyhood Club for just over a year. After a baptism of fire, navigating one of our worst-ever winless runs just two months in, my responsibilities on the board have now begun to take shape: leading on the Club's community aims and its collaboration with Exeter CCT, and overseeing the Club's environmental sustainability initiatives.

Outside of my boardroom experience, I have been involved in sport and football for many years: I hold an MSc in International Sport Management from UCFB and a Diploma in Sports Management from Escuela Universitaria Real Madrid Universidad Europea, I have been a Kick It Out Ambassador as part of the 'Next 25' scholarship, and I have been a part of City's scouting team for a number of seasons. Outside of football, I am the Head of Communications at the Devon Cricket Foundation.

The football landscape is set for an unpredictable few years as the government pushes for an Independent Regulator and the EFL and Premier League struggle to agree a new funding deal, exacerbating financial insecurities at clubs across the pyramid. If re-elected, at Trust Board level I will work to grow the membership and incentivise increased contributions to strengthen the Trust's financial contribution to the Club. The stronger the Trust is, the stronger position the Club will be in to continue progressing, both on and off the field.

At Club Board level, I will continue to promote the Club's ethos (*to be good citizens making the right decisions for the right reasons*) throughout my responsibilities: ensuring the Club and its partners are making a positive impact across the community in Exeter and Greater Exeter, that we act and invest in an environmentally sustainable manner, and to lend my expertise and support to the Women's team as it completes its transition into the Club.