



# Game ON

**LINDA SMITH** (BAgrEc (Hons) '92 MCom '04)

SINCE CHILDHOOD, LINDA Smith has been passionate about sport and has often dreamt of representing Australia at the Olympic Games. As a student at the University of Sydney, she excelled in a range of sporting pursuits, representing the University at numerous Intersarsity Championships and University Games and gaining selection for the 1989 Australian Universities Equestrian Team.

After graduating with her Bachelor degree, Linda entered the field of agricultural economics, working both in Australia and Africa. But by 1996, she was keen to take on new challenges and rekindle her love of sport. So when a media position became available with the Olympic Business Opportunities Unit, a joint public and private sector initiative formed in the lead-up to the Sydney 2000 Olympic Games, she applied for it and won the job.

Soon after starting work in the Olympic sphere, Linda realised she had found her passion. Since then, she has filled a variety of roles connected to the Olympic movement, including working in

marketing and communications for the Sydney 2000 Olympic and Paralympic Games and the Torino 2006 Paralympic Games. "Being able to work in the Olympic movement has enabled me to combine my passion for sport with my career," she explains.

Today, she is Director of Olympic Marketing at IMG, a global sport, entertainment and media company where she has worked since 2006. Her area of responsibility is providing marketing consulting services to Johnson & Johnson, a Worldwide Partner of the International Olympic Committee (IOC) and the Beijing 2008 Olympic Games. She assists in developing and implementing marketing strategies and education programs for the multinational company in the Asia-Pacific region and obtains approval from representatives of the various Olympic organisations, including the IOC, the Beijing Organising Committee for the Olympic Games and various local National Olympic Committees.

According to Linda, one of the most stimulating aspects of her job is being able to work with a brand as complex and powerful as the Olympic rings. "In addition to being one of the most recognisable brands in the world, it is also an incredibly multifaceted brand in terms of what you can and cannot do, with many different guidelines," she says. "My role is to identify the best way to leverage the association with the Olympic brand for a partner or sponsor."

Another highlight of the job is being able to gain a sneak preview of the Beijing Olympic Games by touring sporting venues that are under construction and attending test events. The mood in the city at the moment is exhilarating, she says: "The pride you see in the Chinese people is incredible: they are really excited to be showcasing their country to the world."

In the course of building her career in the Olympic movement, Linda has not lost touch with the Faculty of Economics and Business where she completed a Master of Commerce four years ago.

Olympic marketing guru Linda Smith found the perfect way to combine her career with her lifelong love of sport

THE GREAT WALL – SIMATAI (AUGUST 2007)

She is an enthusiastic member of the Alumni Working Group, which is seeking to advance the Faculty and its graduate network through events such as the recent dinner with Glenn Stevens, the Governor of the Reserve Bank. "It is fantastic to see the direction in which the Faculty is going," she says.

## TAKE 5

**Do you have a hidden talent?**  
Photography.

**What book is on your bedside table?**  
*The Home of the Blizzard: The Story of the Australasian Antarctica Expedition* by Sir Douglas Mawson.

**Who inspires you?**  
My mum.

**What newspaper can't you live without?**  
*Financial Review*.

**Best advice your parents gave you?**  
Make the most of every opportunity.

## Beijing bound!



THE FACULTY OF Economics and Business is closely associated with Sydney University Sport and Fitness and has a long-standing record of producing exceptional athletes.

We are very pleased to congratulate our alumni and current students who have been selected to represent Australia in the Beijing 2008 Olympic Games.

Those athletes who have already been confirmed for Olympic teams at the time of publication of *E&B Connect* are:

**Robin Bell** (BEc '07)  
Sport: Canoe (C1)

**Marty Rabjohns** (MBus graduand)  
Sport: Rowing

**Lachlan Renshaw**  
*Currently studying for a Bachelor of Commerce degree.*  
Sport: Athletics

Other alumni and current students who are strong favourites to secure a place in Australian teams at Beijing are:

**Terrence Alfred** (BCom graduand)  
Sport: Rowing

**Trent Franklin**  
*Currently studying for a Graduate Certificate in Commerce.*  
Sport: Water Polo

**Samuel McGregor**  
*Currently studying for a Bachelor of Commerce degree.*  
Sport: Water Polo

**Natalie Porter**  
*Currently studying for a Master of Business degree.*  
Sport: Basketball

We wish all these alumni and students the best of luck in Beijing and in their selection trials for the Games. In the September edition of the magazine, we hope to be able to congratulate them again – on bringing home some medals!



Marty Rabjohns with the Oxford-Cambridge Cup (left) and Lachlan Renshaw running for the University (right).