



Olympic Champion, President IAAF, Chair of London Olympics 2012 Organising Committee.

## Lord Sebastian Coe

### Sebastian Coe: Winning in Business – Winning in Sports – Winning the Olympics!

Using his political skills, his strategic know-how and a true passion for sport, Lord Sebastian Coe won the bid to host the 2012 Olympics in London. Seven years later the Prime Minister thanked him for “lifting our hearts” after organising the most successful games of modern times. After the games...



### Topics

- Athletics
- Event / Happening
- Motivation / Strategy

### Languages

- English

### Details & contact information

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