

European Technology Summit



Nick Hoyle

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Tottenham Hotspur is one of the most popular and instantly recognisable brands in world football, known for a history of style and flair on the pitch that last season took them to the UEFA Champions League final. As part of the Club's ambition, this April it opened its doors to a state-of-the-art new 62,000 stadium, heralding an era of regeneration to the Tottenham area. Widely regarded as one of the best sports stadiums in the world, it features the world's only retractable grass pitch to reveal an artificial one that will play host to NFL matches as part of a 10 year deal. In addition Saracens and Heineken Champions Cup rugby, as well as music and other leading entertainment events will make this an iconic London destination.

Nick joined Tottenham Hotspur in August 2019 and brings over 20 years of sports marketing, business development and leadership experience with him to take help drive Spurs' commercial programme forward.

After gaining a 2.1 Hons degree at University of Durham and 2 years at Octagon, Nick spent nearly 19 years helping to build what is now CSM Sport & Entertainment (owned by Providence Equity Partners). Starting out as a Sales Manager, Nick became Managing Director of Essentially Group and eventually Chief Executive Officer at CSM in 2017 with specific responsibility for the day to day running and profitability of their Rights Division; recognition for his success delivering commercial programme for the likes of British & Irish Lions, Chelsea FC, Cirque du Soleil, England & Wales Cricket Board and LaLiga.

Nick lives near Saffron Walden with his wife and three children.

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