

Neil Peters appointed Chief Commercial Officer

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Wycombe Wanderers are pleased to announce the appointment of Neil Peters as the Chief Commercial Officer of the Football Club.

Neil arrives at the club with a wealth of knowledge and experience not just from his background in the Media, Advertising and Education industries, but also having previously worked at the club as Head of Sales.

A local resident and long-time follower of the Chairboys, Neil heads up a new-look commercial department which has been tasked with increasing revenue into the club through VIP matchday packages, innovative partnership opportunities and conference centre bookings.

He said: "I'm thrilled to be back at Wycombe Wanderers, at a particularly exciting time with Rob Couhig leading the club into a new era which I am delighted to be part of. Living locally and having supported the club for a long time, I know there is huge potential for the club to establish successful, long-lasting and mutually beneficial partnerships with a wide variety of businesses. This is without doubt the best time to get involved with the club on a commercial level.

"We also want to make sure we offer the best possible experience to all our visitors in corporate areas of the stadium, both on matchdays and during the week, and we are already working on plans to maximise the use of Adams Park

at every opportunity.”

Rob Couhig said: “Neil impressed both our Chief Financial Officer Pete Couhig and me with his background, experience with the club and in his prior employment, but particularly his plans to develop the club’s commercial offering. When we realised that we had the potential to bring him back to the club, Pete and I made a concerted effort to recruit him.

“He has great knowledge of the club and local area and we have every faith that he will help to maximize our potential in many different areas of the business. His efforts along with the rest of the entire staff should make our task of creating a budget that allows us to be financially sustainable and successful on the pitch easier”.

“We are making positive and rapid progress both on and off the field, and have no plans to slow down. During my visit to the UK this week I have reinforced to the staff that we must make the most of every opportunity to sell tickets to games, increase our turnover and offer the best fan experience in the country at the same time. We have 10 games left – four at home – and we will leave no stone unturned in our efforts to achieve success.”