

Introducing:
Jean-Paul de la Fuente

Director, New7Wonders Foundation

*Guest speaker at the Canadian Advisory
Committee Meeting for Bay of Fundy*

April 13-16, 2010



BAY OF FUNDY

Official Finalist



**NEW 7 WONDERS
OF NATURE**

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new7wonders.com

JeanPaul de la Fuente is Head of Value Development for the global New7Wonders organisation and is also a Director of the Swiss-based New7Wonders Foundation. New7Wonders was founded in 1999 by Bernard Weber, the creator of the worldwide campaigns to choose and vote for the man-made Official New 7 Wonders of the World and the Official New7Wonders of Nature.

Jean-Paul joined the organisation in 2003, and has since then been responsible for the strategic and commercial development of New7Wonders, and specifically for all the business aspects. Implemented initiatives for New7Wonders include developing the worldwide voting platform network, the licensing partnerships model for sponsors, television, events and special projects, as well as the development of the online and digital business strategy.

Jean-Paul de la Fuente is also the Director and Founder of Deureka, a London-based media and marketing consultancy. Prior to this, Jean-Paul launched a worldwide sports and online media business, ran a publicly listed company, acted as lead negotiator for a leading sports media rights company, and worked in the advertising business in London and New York. Major clients and companies he has worked for include: the International Olympic Committee, European Broadcasting Union, G-14 European Football Clubs Grouping, British Telecom, Manchester United PLC, Bates Worldwide, D'Arcy Masius Benton & Bowles, FIFA, Heidrick & Struggles, ISL, Mars Inc., New Zealand Rugby Union, Ogilvy & Mather, Procter & Gamble, Saatchi & Saatchi, Zenith Media.

He is fluent in English, French, and Spanish.

Jean-Paul de la Fuente is 45, married with three children, and based in London when not on an aeroplane visiting organisers, fans and commercial supporters of the 28 finalist locations competing to be chosen by over 1 billion votes as one of the Official New7Wonders of Nature.