



Polski Związek Kolarski

L.dz. 33/2021

Pruszków, January 19, 2021

UEC Electoral and Voting

Monitoring Commission

Dear Mr President,

Concerns: Elections General Assembly UEC 07/03/2021 – Candidature of Mrs Agata Lang

The board of Polish Cycling Federation hereby announce that the Vice President of the UEC, Mrs Agata Lang, will propose as European candidate for the UCI Management Committee at the next General Assembly of the UEC on the 7th March 2021.

Mrs Agata Lang has a years of experience in the world of cycling national and international, as an organizer of several races, member of the Professional Cycling Council since 2016 and the Vice President of UEC since 2017.

She is a hardworking person and she would do all the best to defend and support the European and World Cycling with competence, commitment, passion and loyalty and we give her our highest support.

Your Sincerely,

Krzysztof Golwiej

President of Polish Cycling Federation

27th January 2021, Warsaw

Candidature for UCI Management Committee

Dear President, dear colleagues,

As the present UEC-Vice President and member of the UCI Professional Cycling Council, it is a great honour to submit my candidature and to ask your support to be nominated, as representative of the European Continental Federation, to the UCI Management Committee during the next elections in September 2021.

I have been involved in cycling almost all my life, and the welfare and development of this sport remain always uppermost in my mind. For more than 13 years, I am professionally full-time involved in the organization of different cycling events in Poland and at the same time I am working at the promotion of cycling for kids and young riders in our country.

Since my election as Vice President of the European Cycling Union, I had the opportunity to collaborate with a efficient Management Board where we shared experiences and collaborated during some challenging situation by studying new strategy and solutions especially during the last season. With our staff under leading of General Secretary, Enrico Della Casa, we worked to develop the image of the UEC and to promote the European Championships in the different cycling disciplines.

In 2019 in Rome, during the first united Congress between UEC and the African Confederation CAC, we amended the UEC Statutes to guarantee more women representation in our governance and strive to gender equity. It has been an important and historical step for our confederation and our sport, but there is still a lot of work to realize by reinforcing the position of women in cycling.

We are always looking to the future, but we never forget the past, the history of our sport, the values, the tradition and the heritage of our National Federations. Our sport, like all the other international sports, is like a pyramid: everything is starting in the local and regional clubs by passionate and motivated people, it's relayed by our National Federations, our Continental ones and of course the international governing body which is the UCI. It is therefore important to stay in close contact and collaborated hand in hand on ideas and strategies to support the different Country or disciplines and develop them all around the World.

I would like to bring up my experience at the service of the UCI by integrating the Management Committee and work for the development of cycling as a sport but also participate at the youth strategy by encouraging the practice of cycling as a passion.



AGATA LANG

Date of Birth:

12th July 1980

Nationality:

Polish

Languages:

Polish, Italian, English

Education:

2000-2004
Verona University Andrea
Palladio, Interior Design

Career:

2004-2008
Interior designer
2008 -
Vice President of Lang Team
2016 -
Member of UCI PCC
2017 -
Vice President of UEC

Contact:

Phone: +48 601 270 165
Mail:
Agata.Lang@langteam.com.pl

Sports Events:

Vice President of the Organizing Committee – Tour de Pologne UCI World Tour (since 2008)
Vice President of the Organizing Committee – Grand Prix Mountain Bike MTB (2008 - 2014)
Vice President of the Organizing Committee – Orlen UCI Nations Cup U23 (since 2019)
Vice President of the Organizing Committee – European Track Cycling Championships in Poland (2010)
Vice President of the Organizing Committee – Women Tour de Pologne (2016)
Vice President of the Organizing Committee – National Road Cycling Championships (2015-2017)
President of the Organizing Committee – Mini Tour de Pologne / Tour de Pologne Junior (since 2009)
Vice President of the Organizing Committee – Tour de Pologne Amatorów (since 2009)
Vice President of the Organizing Committee – Lang Team Race (since 2018)

Sports Administration Experience:

Vice President of the Union Européenne de Cyclisme (since 2017)

Member of the UCI Professional Cycling Council (since 2016), participation in regular meetings of PCC, collaboration with key stakeholders on UCI reform and its implementation.

Work Experience:

Deeply accomplished operations and marketing leader with over 13 years of experience cooperating with national and international cycling unions and official cycling organizations. One of the shareholders in Lang Team company (15 full time employees) – owner and organizer of the largest annual sports event in Poland, the UCI World Tour “Tour de Pologne” with a consistent track record of driving ROI and groundbreaking marketing programs which contributed to expansion of the race and overall growth of cycling in Poland. Strong and consistent track record in all areas of operations coupled with knowledge of marketing and UCI road cycling regulations.

Vice President of Lang Team - Driving revenue growth and expansion of “Tour de Pologne” UCI WT along with different amateur races. Working closely with the teams, national and international representatives of cycling federations. Responsible for overall organization and coordination of efforts while driving the strategy and team, including branding, positioning and promotion of the event.

- Managing implementation of diverse sponsorship schemes
- Drove the event to the World Tour by UCI
- Streamlined organizational process to drive savings while increase efficiency.
- Improved communication strategy with main sponsors
- Works closely with team’s management including: logistics, finance, accommodation
- Oversee strategic planning, sales support, public relations, messaging & positioning, market analysis and go-to-market strategies.
- Responsible for development of annual marketing plan including supporting tactics, resources, measurement as well as the budget.
- Leads integration of social marketing and social media.
- Responsible for contacts with external vendors (PR/advertising agencies etc.)
- Promoting cycling among the youth and supporting young talents