

# TIM FARČNIK

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Candidate for  
IBU President



# ABOUT ME



## Personal Data

Born in 1979 in Kranj, Slovenia  
Married, three children: Lina (19), Gal (17), Til (7)



## Education

Graduated from the Faculty of Economics in Ljubljana  
(BSc degree)



## Interests

Driven by an active and dynamic lifestyle, with interests spanning a wide range of sports and outdoor activities. Enjoys travelling, discovering new perspectives and cultures, and sharing memorable experiences.



## Personality

Diplomatic, optimistic, relationship-driven, collaborative, solution-oriented and skilled at building bridges between people, ideas and organizations.



# MY EXPERIENCES IN BIATHLON

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- **IBU Executive Board Member**  
Since 2022
- **Secretary General of Pokljuka Organizing Committee**  
2020 - 2026
- **Secretary General of IBU BMW World Championships Biathlon 2021, Pokljuka**  
2020 - 2021
- **Vice President of the Pokljuka Organizing Committee**  
2018 – 2020
- **Executive Board Member of the Ski Association of Slovenia**  
2022 – 2026
- **Board Member of the Biathlon Assembly of the Ski Association of Slovenia**  
2022 - 2026
- **Marketing the Slovenian Biathlon Team and biathletes Jakov Fak and Anamaria Lampič**  
2015 - 2026
- **Member of the Pokljuka Organizing Team Since 1998, including the World Championships of 2001, running Pokljuka's bid for the World Championships**
- **Performing different organizational roles within the OC Pokljuka**  
1998 – 2026



# INVOLVEMENT WITH IBU

- Member of **Media and Marketing Commission**
- Member of **Sustainability Commission**
- Mentor of two mentees in the **Mentorship Program**
- Member of **Summer Biathlon working group**
- Member of **Loop One working group**
- **Strong focus on development Target 2030**



# MY BUSINESS SKILLS

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- **Collaboration & Teamwork**  
Creating trusted partnerships and encouraging cross-functional collaboration to deliver successful outcomes.
- **Critical Thinking & Analytical Reasoning**  
Evaluating information from multiple sources to identify opportunities, solve problems and drive informed decisions.
- **Decision Making & Ethical Judgement**  
Demonstrating sound judgement, integrity and accountability when navigating complex situations and competing priorities.
- **Quantitative & Applied Technology**  
Leveraging data insights and technology to enhance efficiency, support strategic initiatives and adapt to evolving business needs.

# MY BUSINESS

## OTHER INTERNATIONAL SPORT EXPERIENCES

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**Member of  
the Marketing  
and Promotion  
Commission at  
World Rowing**

World Rowing  
Federation  
2011-2014

**Member of  
LEN Masters  
Committee**

European  
Aquatic  
Federation  
since 2008,  
its Secretary

**Member of FIS  
Masters Sub-  
Commission**

General since  
2016

**Consultant for  
the successful  
bid for the  
World Rowing  
Championships**

2008-2014  
2017 in Sarasota-  
Bradenton

**Consultant for  
the Organizing  
Committee  
for the World  
Rowing  
Masters  
Regatta**

Florida USA  
2019 in  
Budapest

**Initiator and  
maincoordinator  
of the strategic  
partnerships  
among BMW,  
FISA (World  
Rowing  
Federation) and  
WWF (World  
Wide Fund for  
Nature)**

Hungary  
BMW Clean  
Water Regatta

# MY BUSINESS

## OTHER INTERNATIONAL INVOLVEMENTS

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**Key positions in connection with the biggest sports events in Slovenia, such as:**

- Two stages of Giro d'Italia Cycling Race
- EYOF – European Youth Winter Olympic Festival
- European Water Polo Championships, 2003
- European Masters Championships in Swimming, Diving, Open Water Swimming and Synchronized Swimming in 2008 and 2018
- World Winter Masters Games, 2010
- World Rowing Championships in 2011
- World Masters Regatta in 2017
- European Rowing Championships in 2023

# MY BUSINESS OTHER INVOLVEMENTS

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## General Manager of the marketing and event agency SI EVENTS Ltd (2017 – 2026):

- Official event and experiential marketing agency for BMW Group Slovenia and BMW Central & South Eastern Europe.
- Developing and delivering marketing, communication and event concepts for BMW Group Slovenia and regional BMW markets.
- Leading the planning and execution of all BMW events in Slovenia since 2013, including product launches, driving experiences, conferences and brand activations.
- Partnering with large corporations across Central and South Eastern Europe, delivering tailor-made events and strategic projects for clients such as Petrol, Continental, Outfit7 and other international organizations.



# MY FOCUS IN BIATHLON

**FOUR YEARS AGO, WHEN I HAVE BEEN RUNNING FOR IBU EXECUTIVE BOARD I HAVE SHARED WITH YOU FOLLOWING VISION:**



Salzburg, Austria, 2022

**And keeping the promises is my highest value.**

Over the past four years I have served in different commissions and working groups in order to further develop and support our sport.

I have been a member of Media and Marketing Commission, Sustainability commission, working group that developed and successfully implemented "Loop One" Festival, developed new Advertising Rules, worked on new IBU Commercial model, being a mentor to two ladies thorough IBU Mentorship program and being present in many competitions of IBU Junior Cup, IBU Cup, BMW IBU World Cups to Regional events in order to keep close contact with you, dear NF's and OC's.

**To be concrete, Target 2030 reflects everything that I have been standing for back in 2022.**

# MY FOCUS IN BIATHLON

## TARGET 2030

- Closing the “Competition Gap” provides more tailored support for our NF’s in order to make our sport more competitive,
- “Development of a modern, sustainable sport and event concept”, provides an even more premium experience for all our stakeholders across different levels of our sport,
- our new “Commercial model” will increase our marketing value, promote our sport and further develop our product,
- Loop One festival will help us to touch new audiences and make our sport more global,
- as last but not least integration of our underlying principles has been always in the heart of everything what I do.

**Therefore, I feel privileged and honored to earn support from colleagues from the Executive Board and many National federations, to take responsibility to fully implement our “Target 2030” and to lead Biathlon Family to maintain and develop Biathlon as Winter Sport Nr. 1.**



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