



**Sports Visionary CEO of the Year – UK  
2023**



**Joshua Price – Goal Assist Limited**



Goal Assist



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## **Sports Visionary CEO of the Year – UK 2023**

I am profoundly honoured to receive the Sports Visionary CEO of the Year – UK award. This accolade is a testament not only to our team's dedication and hard work but also to our unwavering commitment to revolutionising the sports industry through innovation, leadership, and a steadfast focus on financial sustainability.

Goal Assist Limited stands as a beacon for sports business professionals who are united in our mission to forge a sustainable future for the next generation of fans. Our unparalleled expertise in Football Financial Regulations—including Squad Cost Ratio, Profitability and Sustainability Rules, Future Financial Information, and Salary Cost Management Protocol—distinctly positions us within the industry. Our engagements with Fair Game UK and the nascent IREF further solidify our role in sculpting the sports landscape.

Our mission is resolute: to empower sports organisations to operate with efficiency, effectiveness, and sustainability at their core. By forging significant relationships and utilising our specialist knowledge, Goal Assist Limited offers professional insights that ensure our partners achieve and maintain a long-term competitive edge in the dynamic sports business environment.

Strategic partnerships with clubs and educational institutions underscore our active contribution towards a sustainable future for the football industry. Goal Assist Limited provides bespoke support to navigate the intricacies of financial challenges in football, enhancing club financial management amidst regulatory complexities. Recognising the competitive nature of the sports industry job market, we also strive to equip students with skills that are immediately applicable in the workplace, preparing the next generation of sports professionals for success.

Looking ahead, our vision is unwavering: to continuously challenge the status quo within sports, pioneering innovation and delivering value to our stakeholders. We are committed to developing solutions that enhance organisational performance while promoting financial sustainability, transparency, and compliance within the sports community.

In conclusion, my heartfelt thanks go to the SME award committee for this distinguished recognition, to my exceptional team at Goal Assist Limited for their relentless support and dedication, and to our partners and clients for their trust and collaboration. Under my leadership, I will ensure that we are not merely changing the game; we are setting new standards.

Joshua Price, CEO



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