

January 27<sup>th</sup> 2025, Warsaw

## Candidature for UCI Management Committee

Dear President, Dear Colleagues,

As actual member of the UCI Management Committee and member of the UCI Professional Cycling Council, it is a great honour to submit my candidature and to ask your support to be following my mission, as representative of the European Continental Federation, at the UCI Management Committee during the next elections in September 2025.

I have been involved in cycling for almost all my life, and the welfare and development of this sport remain always uppermost in my mind. Since almost 20 years, I am professionally full-time involved in the organization of different international cycling events in Poland but also working at the promotion of cycling for kids and young riders in our country.

It has been a great honour during the last 9 years to involve myself also in the governance of our sport is it on the UCI Professional Cycling Council (since 2016), UEC Vice-Presidential term (from 2021 to 2025) and more recently during my mandate as Member of the UCI Management Committee since 2021.

I had during those different missions the opportunity to collaborate with all of you as representative of your National Federations and sharing experiences to develop and protect our sport even facing some challenging periods. With the help of my colleagues at the UCI Management Committee, the collaboration of the different cycling stakeholders in the UCI Professional Cycling Council, the multiple exchange we had with you or members of your Federation and the support of our President Enrico Della Casa, I always gave the priority to develop cycling internationally and defend the interest of our European stakeholders.

In 2019 in Rome, during the first united Congress between UEC and the African Confederation CAC, we amended the UEC Statues 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 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 collaborate on a daily basis hand in hand to support the different European Countries or disciplines and develop them all around the World.



**AGATA  
LANG LELANGUE**

**Date of Birth:**

12<sup>th</sup> 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 - 2021

Vice President of UEC

2021-2025

Member of the UCI

Management Committee

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I would be glad to continue this journey to bring up my experience and competences at the service of the UCI and follow my mandate at the Management Committee to work for the development of cycling as a sport but also participate at the youth strategy by encouraging the practice of cycling in the new generation.

I sincerely thank you for your interest and the confidence you put in me during the last mandate and hope to have your support to continue this mission during the next 4 years.



Agata Lang Lelangue

### **Cycling Professional Organization Experience:**

Vice President of the Organizing Committee – Tour de Pologne UCI WorldTour (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 – Tour de Pologne Women (since 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 (2017 - 2021)

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

Member of the UCI Management Committee (since 2021), physical participation in the regular meetings of the Board and presence during the different UCI World Championships.

Member of the UEC Road Commission (since 2021)

## **Professional Experience:**

Deeply accomplished operations and marketing leader with over 17 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 WorldTour “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 UCI WorldTour
- 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

Developing and promoting cycling events for Women and young cyclist as Tour de Pologne Women, Mini-Tour de Pologne, Tour de Pologne Junior and ORLEN Nations Grand Prix which is part of the UCI U23 Nations Cup.