



dr danny jordan

**CEO 2010 FIFA WORLD CUP ORGANISING COMMITTEE
SOUTH AFRICA (O.C)**

Daniel Alexander Jordaan is Chief Executive Officer of the 2010 FIFA World Cup Organising Committee South Africa. Popularly known as Danny, he has over the years been a senior lecturer, politician, sports administrator, businessman and a political activist in the struggle against apartheid in South Africa. He was also an active sportsperson participating in various sports including soccer, cricket and hockey.

He studied at the University of Western Cape in Cape Town and the University of South Africa in Pretoria completing a Bachelor of Art, Diploma in Higher Education, Honours Degrees, and was recently honoured with a Degree Doctor of Administrator (A ADMIN) (HONORIS CAUSA).

In 1997 Danny was appointed as Chief Executive Officer of the South Africa Football Association and in 1998 he was seconded to serve as the Chief Executive of the 2006 FIFA World Cup South Africa bid. While the South African 2006 bid was ranked equal to that of Germany, South African eventually lost the bid by just one vote. Following the 2006 bid, Danny Jordaan returned to the post of Chief Executive of the South African Football Association, a position he held for just one year before being seconded - this time to the 2010 FIFA World Cup bid, which South Africa won.

The commercialisation of South African football was his key responsibility as CEO and in this area he helped to transform the economy of South African Football, raising the revenue from 3.2 million USD to 35 million USD.

Danny Jordaan has delivered various papers at numerous international conferences dealing with the global economy, the football economy, marketing African football, as well as, racism in football. He has also served as a venue director at various FIFA events including the World Youth Championship, Confederations Cup and Senior World Cup. He also served as a member of the 2006 FIFA World Cup Organising Committee Germany.

Amongst the awards he received are the Special Presidential Awards from President Nelson Mandela (1994); the South Africa's Marketing Person of the Year (2000); Presidential Sport Achievement Award from President Thabo Mbeki (2001). In 2004 he also received the Freedom of the City of Maracaibo, Venezuela; Mayoral Achievement Award from the City of Los Angeles; South African Broadcast Sports Personality of the Year; Johannesburg Press Club Newsmaker of the Year; Marketing Man of the Year, South Africa; Citizen of the Year Award, Nelson Mandela Bay; Coega Municipality Mayoral Award. Men's Health (South Africa) awarded him with the Businessman of the Year in 2005.