



# **PROFESSIONAL TRIATHLETES ORGANISATION**

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## **PROFESSIONAL TRIATHLETES ORGANISATION APPOINTS ZIBI SZLUFCHIK AND JENNIFER NIMMO TO ITS BOARD OF DIRECTORS**

**LONDON, ENGLAND--BOULDER, USA:** The Professional Triathletes Organisation today announced that it has appointed Zibi Szlufcik, CEO of **CHALLENGEFAMILY**, and Jennifer Nimmo, Principal at North Point Advisors, as members of its Board of Directors

Charles Adamo, Chairman of the PTO, commented "The PTO is fortunate that Zibi has agreed to serve on our Board. He brings a wealth of experience to the organisation, and for decades has been a huge supporter of professional triathletes." Rachel Joyce, Co-President of the PTO stated, "Zibi was one of the industry's leaders who encouraged the professionals to unify in the PTO and was there at its first meeting. He will be a valuable asset for the athletes as they progress towards self-determination."

Szlufcik, based in Germany, has been CEO of **CHALLENGEFAMILY** GmbH since its founding in 2013 and has led it from a just a handful of races to now over 30 events in more than 20 countries. Szlufcik commented, "It is an honour to be joining the PTO Board. All our race directors and we at **CHALLENGEFAMILY** have always been big supporters of hard-working professionals, who achieve almost superhuman results. They are an inspiration to us all and it is a joy to celebrate their successes. I believe strongly that working together with the PTO is what will cause our sport to thrive."

Jennifer Nimmo started at North Point Advisors in 2004 and has been a Principal since 2010. Charles Adamo commented, "It is a pleasure to welcome Jennifer to our Board and have the commitment of North Point Advisors on an ongoing basis. They have been instrumental in structuring our business model and financial planning and it is assuring to know they will continue to be part of our organisation on an ongoing basis."

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### **About The Professional Triathletes Organisation**

The Professional Triathletes Organisation is a not-for-profit entity representing the body of professional triathletes and seeks to showcase the passion, talents, determination, struggles and achievements of the dedicated professionals who strive to realise the highest levels of the sport and inspire all those who participate in triathlon, from seasoned age groupers to newbies.

### **About North Point Advisors**

North Point Advisors is a leading independent investment bank focused on providing financial advice on mergers and acquisitions and raising institutional capital to meet the growth objectives of its clients. Since its founding in 2004, North Point Advisors has advised on more than 160 transactions representing world class brands in over \$30 billion of transaction value. Its industries of focus include consumer, wellness, and healthcare, and it has one of the largest and most experienced consumer M&A teams on Wall Street, completing transactions with leading brands such as Starbucks, Jimmy John's, Kosta Browne Winery, Landry's, Golden Nugget Casinos, Massage Envy, and Peanuts by Schulz.

### **About *CHALLENGEFAMILY***

**CHALLENGEFAMILY** is the fastest growing global triathlon series. With over 30 full and middle distances in over 20 different countries, **CHALLENGEFAMILY** is changing the face of triathlon around the world. Due to spectacular courses in iconic destinations, no **CHALLENGEFAMILY** race is like another. Focusing on delivering the race of a lifetime to athletes of all ages and abilities, **CHALLENGEFAMILY** events provide memorable experiences that capture all the excitement and emotions of this inspirational sport.