



Donatas Macianskas

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Languages: English, Russian, Lithuanian

Objective

Seeking to contribute to World Boxing's global leadership as an Executive Board Member, with a focus on Olympic advocacy, ethical governance, and inclusive development.

Strategic and results-driven leader in Olympic boxing sport with over a decade of executive experience. Former Lithuanian boxing champion with a lifelong passion for the sport. Currently serving as CEO and Secretary General, representing boxing and combat sports at the NOC, Ministry, and National Sports Agency. Combines legal and policy insight with visionary leadership, analytical abilities, the ability to unite generations—honoring tradition while driving innovation.

Ensures continuity of historic international competitions and adapts swiftly to evolving global dynamics. Demonstrates strong interpersonal skills, accountability, and commitment to strategic leadership and governance. Focused on operational excellence, effective management, and implementation of strategic initiatives. Drives digital transformation and enhances operational efficiency across all levels of the organization.

Skilled in lobbying, stakeholder engagement, and securing national and international support. Extensive expertise in international sport management, strategic planning, and operational leadership. Proven track record in managing multicultural teams, overseeing major international events, and building trusted relationships with federations, governments, and sponsors. Experienced in leading cross-functional teams, risk management, regulatory compliance, revenue generation, and full-cycle project operations.

Skills & Competencies

- Strategic Leadership & Governance: Strategic planning, organizational governance, executive reporting.
- Operational Excellence: Project execution, operational efficiency, digital transformation.
- Management & Coordination: Team leadership, volunteer coordination, financial oversight, supervise.
- Stakeholder Engagement: Negotiation, public relations, multilingual communication.
- Legal & Risk Oversight: Legal and policy analysis, risk management, compliance, intellectual property.
- Interpersonal Strengths: Accountability, interpersonal skills, cross-cultural collaboration.
- Financial Management: Budgeting, reporting, revenue generation.
- Analytical Abilities: Data-driven decision making, strategic direction.

Professional Experience:

Secretary General and CEO

Lithuanian Boxing Federation, Vilnius

May 2016 – Present

- Strategic Leadership & Governance: Led the development and execution of strategic plans, guided organizational growth, and aligned initiatives with national and international objectives—contributing to a sixfold increase in the Lithuanian Boxing Federation's annual budget. Prepare agendas for Executive Council meetings, ensuring structured and efficient decision-making processes
- Operations & Management: Oversee daily operations across 40 member institutions, managing human and financial resources with a focus on budgeting, reporting, and fundraising. Supervise human resources. Expand the Lithuanian Boxing Federation's calendar of annual events and strengthen international engagement among national teams, coaches, referees, and stakeholders. Launch new competition leagues and drive sustained growth in registered boxers, contributing to the development of a robust national talent pipeline.
- Representation & Advocacy: Advocate for boxing and other Olympic combat sports in engagement with the National Olympic Committee of Lithuania, the Ministry of Education, Science and Sport, and the National

Sports Agency, focusing on increased funding and policy support. Following reforms to the national sports funding model, lead efforts to represent combat sports in the development of a new allocation methodology across sport categories. Promote the International Olympic Committee-aligned course and the global leadership of World Boxing in Lithuania, while coordinating regional engagement and encouraging neighboring countries to join the organization.

- **Event & Program Leadership:** Coordinate all national and international annual events, ensuring high standards of planning, execution, and stakeholder engagement. Lead qualification and development programs for coaches, judges, and managers, enhancing professional standards and capacity across the sport.
- **Stakeholder Engagement:** Advocate for and maintain strategic partnerships with sponsors, media, and international bodies, demonstrating strong interpersonal skills and accountability. Lead all aspects of organizational visibility and communication, including the promotion and representation of national tournaments and championships. Oversee the filming and live broadcasting of events to enhance public presence and audience reach. Cultivate strong relationships with leading Lithuanian sports journalists, ensuring consistent, high-quality media coverage for boxing nationwide.
- **Compliance & Ethics:** Ensure adherence to ethical standards, governance policies, and transparency across all organizational activities. Initiate and coordinate the development of a comprehensive Ethics Code and operational regulations for the Ethics and Disciplinary Commission, fully aligned with the Lithuanian Sports Law. Establish and oversee a functioning Ethics Group that actively monitors ethical conduct within the federation. Maintain compliance with good governance principles, as guided by state institutions and based on European best practices.
- **Innovation & Efficiency:** Lead digital transformation initiatives to enhance operational efficiency and streamline internal communication. Fully digitized organizational workflows, from daily coordination with full-time staff to the management of Executive Committee meetings. Transition all public procurement processes, grant applications, and reporting to digital platforms, ensuring transparency, accessibility, and optimized performance.
- **Team Leadership:** Direct cross-functional coordination and logistics for major events through a clearly defined hierarchical structure. Lead a core team of 7–8 key personnel, each responsible for specific operational areas, ensuring effective delegation, accountability, and streamlined communication across the organization.

Manager

Lithuanian Boxing Federation, Vilnius

February 2012 – April 2016

- Supported event planning, documentation, and internal communications.
- Gained foundational experience in sports administration and organizational operations.

Voluntary Experience:

- Chairman of the Projects Commission of the Sports Sponsorship Fund (July 2023 – present).
- Member of the Council of the Lithuanian Sports Museum (February 2024 – present).
- Member of the Independent Election Commission of the National Olympic Committee of Lithuania (February 2020 – October 2024).

Education

- Master's degree, Tourism and Sports Management. Lithuanian Sports University. Kaunas.
- Bachelor of Physical Education and Sports. Lithuanian Education University, Vilnius.

Professional Development

- Advanced Sports Management Course, National Olympic Committee of Lithuania – December 2024 / Business Administration coursework integrated through professional development and executive leadership.
- Sports Administration Course, National Olympic Committee of Lithuania – February 2016.
- Sports Management Course, Lithuanian Sports Federations Union – May 2014.

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