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Vikram Banerjee appointed Managing Director, The Hundred

The ECB has appointed Vikram Banerjee as Managing Director of The Hundred, giving him responsibility for accelerating the competition's global growth. This appointment follows his successful leadership in attracting strategic investors to The Hundred, resulting in a combined valuation of £975 million for the eight teams within just four years of the competition's inception.

In his new role, Vikram, who currently serves as Director of Business Operations, will conclude the ongoing sales process and then work with each

of the investors, Professional Counties and wider partners to ensure alignment and deliver on the strategic growth of The Hundred for the benefit of the whole game.

Richard Gould, ECB Chief Executive Officer, said:

“It’s testament to the work of many people within the ECB and across the cricket network that The Hundred has already achieved so much, and there was such an appetite from partners wanting to get involved in it.

“Vikram has led the work to attract new partners into the competition superbly, and is the perfect person to now conclude these deals and work with the teams and investors to take The Hundred to the next level over the coming years.

“Having been at the heart of developing the ECB’s Inspiring Generations strategy for cricket, he also truly understands how The Hundred can not only grow the game but also support the whole of cricket in England and Wales.”

Vikram Banerjee said:

“I’m delighted to be taking on this new role, and to be able to drive the competition forward, building on the success of the competition so far and working with a new group of partners who bring such an impressive range of skills and expertise from the very best of global sport and industry.

“I look forward to concluding these deals and beginning to work together to grow The Hundred, bringing fans even more of the world’s best players, delivering even more exciting cricket and great fan experiences, and creating more new cricket fans at home and around the globe. I am incredibly excited about what The Hundred can achieve in the future, and the good it can do for the whole of our game.”

Vikram takes up the new role with immediate effect. He will be the strategic lead, scrutinising and monitoring strategy, finances and performance relating to the commercialisation and future of the competition. Rob Hillman, Director of Major Events, will continue to lead day-to-day delivery of the competition.

Notes to editors

Vikram joined the ECB in 2017 and is currently Director of Business Operations. He leads the strategy, insights and business operations functions at the organisation. He is responsible for overseeing major strategic projects, including leading work to attract private investment into The Hundred. He has played a key role in setting the strategic direction for cricket, including the creation of the ECB's strategy for cricket - Inspiring Generations – and the South Asian Action Plan, which was launched in 2018. Vikram played professional cricket for Gloucestershire CCC and before joining the ECB he held leadership roles in a tech start-up as well as FTSE 50 organisations.



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