

# Senior director returns to Liverpool FC after less than a year

A senior director is set to return to Liverpool FC less than a year after leaving.

Ben Latty will take up his new role as commercial director in March after working as group commercial director at Bristol Sport since August 2021.

Mr Latty had previously been vice president for global partnership sales at the Premier League club before departing.

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He first joined Liverpool in July 2013 as global partnership development manager and was promoted three times during his previous stint with the club.

Liverpool said Mr Latty's main focus will be leading the partnerships team while developing opportunities to grow commercial revenues. He will also be a member of the club's executive team.

He said: "I'm delighted to be re-joining Liverpool Football Club as commercial director.

"It's an exciting time for the club on and off the pitch and I look forward to working with my colleagues to continue to accelerate the club's commercial growth."

Mr Latty has previously worked for the NBA, Fulham FC and Chelsea FC.

Liverpool FC chief executive Billy Hogan said: "Ben has always

been held in high esteem by colleagues and external stakeholders alike and was responsible for some of our most significant partnerships during his time.

“He will continue to drive our commercial business forward and we’re really looking forward to him reconnecting with the team here.”

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