

**Candidate Information:  
Ruston Smith, MBA, FPMI, FCMI, FRSA**



**Current Independent Director (co-opted) - Standing for Election**

**Other Directorships held** (note this part must be completed in full)

**Key Directorships include:**

Non Exec Chair, JP Morgan Asset Management UK Ltd and JP Morgan Asset Management International Ltd – 9 year term ends 31.12.25  
Independent Non Exec Director of JP Morgan Funds Ltd – 9 year term ends 31.12.25  
Non Exec Chair of Asset Management Exchange Master and Feeder ICAVs  
Non Exec Chair of Guide  
Non Exec Chair of Rebalance Earth Ltd (Nature Based Asset Manager)  
Non Exec Chair of Tesco Pension Fund (Tesco Pension Trustees Ltd)  
Independent Trustee Director of the BAE Pension Fund (BAE Pension Trustees Ltd)  
Non Exec Chair of the Pensions Management Institute  
Non Exec Chair of GroceryAid (National Grocers Benevolent Fund) – term ends Feb 2026

**Please Note:** The directorships and other positions held by Ruston Smith are across financial services, investment, technology and charities. There are no conflicts and none held in relation to water skiing, wakeboarding or relevant water sport activities.

**Further information:** <https://www.linkedin.com/in/ruston-smith/>

**General Information** (e.g. background, career, involvement in sport, interests)

I'm a keen and passionate all year round (average) water skier and have been from an early age – and a BWSWF member. I'm also passionate about other outdoor sports - cycling, rugby, open water swimming, paddle boarding - and encouraging people to get active and have fun.

Professionally, I'm an experienced Chair and Non-Executive Director of regulated investment management firms, pension funds, early stage businesses particularly fintech, academic, influencing (corporate and individual) member-based industry bodies and charities. I've also chaired government led reviews. Experience of chairing Audit, Risk, Compliance, Investment, Remuneration and Nominations Committees - underpinned by 35 years' executive experience holding senior roles in pension fund management, investment management, HR, remuneration, insurable risk, legal, property and as a FTSE Company Secretary.

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**Key relevant skills – what skills can you bring to the organisation?**

I've had a long association with the sport and have experienced it from the grass roots – and bring that perspective.

Through my professional career, I have gained experience in leadership, strategic development and execution, operations, finance, marketing, media, audit, risk management, stakeholder management and corporate governance.

I also bring communication skills and an understanding of customers – having worked in the retail sector for over 20 years.

I'd like to think I'm highly motivated, creative, commercial and collaborative, with the ability to lead effectively and build strong relationships – with an ability to explain complicated issues simply and find solutions to complex challenges.

**Key relevant business experience / career experience – what can you contribute?**

As mentioned above, I would hope to bring 40 years of broad commercial experience (UK and international) including strategic and board leadership, governance and regulatory compliance as well as the ability to diversify and create growth through innovation.

I'm an experienced Chair and Non-Executive Director including large, small and early stage businesses, member-based industry bodies and charities. I've also worked for and closely with government and regulatory bodies – and have led, as Chair, an industry influencing / lobbying association - which may be helpful with our support from Sport England.

From a board perspective, I have experience of chairing Audit, Risk, Compliance, Investment, Remuneration and Nominations Committees - underpinned by 40 years' experience holding senior roles in pension fund management, investment, HR, remuneration, insurable risk, legal, property and as a FTSE Company Secretary.

## Candidate Information – Katie Lowe



### New Candidate Standing for Election

<b>Other Directorships held</b> (note this part must be completed in full)
Grafton Governance Consulting Limited

<b>General Information</b> (e.g. background, career, involvement in sport, interests)
<p>I grew up in Surrey and began my career in financial services before moving into FMCG sales with Mars. After joining their merchandising partner, Aspen, I became Managing Director and spent 28 years transforming the business from a loss-making £5m operation into a £55m profitable company employing 1,100 people and serving major blue-chip clients. We ultimately sold the business to Acosta, where I stayed for five years to support integration and continued growth.</p> <p>I now run my own consultancy, helping smaller businesses scale, restructure and strengthen their commercial performance.</p> <p>Outside work, I'm married to Simon and have two grown-up daughters, Emma and Pippa. Waterskiing is a major part of our family life: I've twice represented the UK Seniors Team at the European Championships in slalom, trick and jump. I'm also a keen runner and a regular Reformer Pilates enthusiast.</p> <p>☞ <i>continued overleaf</i></p>

### Key relevant skills – what skills can you bring to the organisation?

I have been lucky enough to work in many sectors with some very talented people. This has allowed me to build a base of skills that are transferable and will hopefully add value elsewhere.

- **Business Acumen** – Proven ability to grow and transform organisations through sound strategic judgment, commercial awareness, and financial understanding.
- **Interpersonal and Organisational Ability** – Strong relationship builder with a talent for motivating teams, managing stakeholders, and creating a collaborative, high-performance culture.
- **Creativity** – Innovative thinker who identifies new opportunities, improves processes, and develops fresh approaches to business challenges.
- **Determination and Persistence** – Results-driven leader with a consistent record of achieving long-term goals through focus, commitment, and follow-through.
- **Resilience** – Calm and composed under pressure, able to adapt to change, overcome challenges, and maintain a positive outlook in demanding environments.
- **Board Structure and Governance** – the setting up of legal and operational company structures both in the UK and abroad.

### Key relevant business experience / career experience – what can you contribute?

My commercial experience, combined with my long-standing involvement in waterskiing as both a competitor and active club member, places me in a unique position to contribute meaningfully to the sport's governing body. I believe my enthusiasm, strategic insight, and drive can help the organisation progress, grow, and innovate - ensuring the sport's continued success and long-term sustainability.

## Candidate Information – Jeremy Nevill



### New Candidate Standing for Election

#### Other Directorships held (note this part must be completed in full)

None

#### General Information (e.g. background, career, involvement in sport, interests)

Began wakeboarding over 25 years ago, founding Westthorpe Wakeboard Club near Marlow. Volunteered at 20+ UK Nationals providing IT, judging, scoring and overall event management. Became Boat Wakeboard Chair six years ago. Managed the GB Boat Wakeboard Team at all IWWF European and World Championships from 2018 through 2025, including events in Ukraine, Argentina, UAE, China, Italy, France, Germany and Spain. Founded Wakesurf UK in 2021, chairing the committee and managing the GB Wakesurf Team. IWWF qualified National Scorer. Earlier sporting background includes chairing Southampton University Surf Club.

#### Key relevant skills – what skills can you bring to the organisation?

Interpersonal and communication skills developed through international team management and committee leadership. Strategic planning skills applied to founding and growing new disciplines. IT system development and operational expertise, including modernising GB Wakeboard and Wakesurf systems to support participation and retention. Event management skills honed across 20+ UK Nationals. Governance experience through chairing committees and managing international federation relationships.

**Key relevant business experience / career experience – what can you contribute?**

Former director of a small contract IT company (20yrs) providing experience in business leadership, financial oversight and strategic decision-making. Currently a Principal Software Engineer at a global IT business. Keen to contribute extensive experience of British Wakeboarding and Wakesurfing at grassroots, national and international levels. Eager to assist BWSW on their IT and sport modernisation journey, applying the approach that has successfully grown participation in wakeboarding and wakesurfing. Have developed a strategic plan to encourage the growth and safety of wakesurfing and wakesurf driving across UK lakes and beyond in partnership with BWSW.

## Candidate Information – Rob Sawyer



### New Candidate Standing for Election

<b>Other Directorships held</b> (note this part must be completed in full)
Owner / Founder of Omega Business Consulting Limited

<b>General Information</b> (e.g. background, career, involvement in sport, interests)
<p>I started my career as an apprentice with the MOD, Special Signals Unit, civilian RAF at Woolwich Arsenal. My course was based on Mechanical and Production Engineering (passed HNC) from 1980 – 1984.</p> <p>I then moved into IT based Field Service Engineering followed by a change to Sales (software, hardware and services) in 1988 and stayed in client facing roles for the rest of my career. My roles included Sales, Business Development and Sales Management (managing sales teams) within the UK moving into more international roles including Global Partnership Management.</p> <p>In terms of sport - I started Waterskiing in 1982 and was a member of Isle of Sheppey / River Swale waterski club. In 1993 having moved to Yorkshire, I joined South Yorkshire Boat &amp; Ski Club, Treeton ( <a href="http://www.sybsc.co.uk">www.sybsc.co.uk</a>) and have been on the club committee since 2008, becoming Safety Officer in 2014. I still ski (most weekends from April till October) and continue to have lessons (I ski on an HO Syndicate Omega Max). My specific passion is slalom with occasional wakeboarding and barefoot. I run a Tige slalom boat; passed my Ski Boat Driver 2 course in 1994 and have driven ever since.</p> <p>In July 1987 I started learning Ju-Jitsu. I stopped in 1990 due to injury, restarting this in 2000 after moving to Yorkshire. I started teaching from 2002 at Optimal Martial Arts Wakefield and continue to do so. <a href="http://www.optimalmartialarts.co.uk">www.optimalmartialarts.co.uk</a></p> <p>I competed for my local Athletics club – Bexley Borough AC in Kent from 1975 -1988 and represented GB &amp; Northern Ireland in 1983 for Decathlon. Other interests include general fitness - gym, cycling, motorbiking and SCUBA Diving.</p>

Key relevant skills – what skills can you bring to the organisation?
<p>A deep passion for waterskiing in general. I have existing friendships with other committee members and skiers in local ski clubs (White Rose, Humber Bridge, Calmwater Bay etc.) due to locality and Cutting-Edge competitions. We also work with Disabled Waterskiing, providing them with the usage of our facilities every year.</p> <p>Education - The ability to teach people to water ski as well as boat driving.</p> <p>Experience of refereeing competitions; I lead this for bi-yearly ground-fighting competitions as part of Mixed Martial Arts for WYSOK (West Yorkshire School of Karate <a href="http://www.wysok.co.uk">www.wysok.co.uk</a>)</p> <p>Experience of being on a committee, both sport and otherwise, and being part of the leadership for Martial Arts, Waterskiing and our housing estate (I live in a small housing estate that has a management committee for 8 properties).</p> <p>Experience of several sports and hobbies with the requirements necessary to ensure they run on an even path. This includes a relaxed but firm responsibility to ensure things run smoothly and also covers the measured and considered handling of energetic and boisterous individuals that like to air their views from time to time.</p> <p>Charities – experience of taking part and enduring the ‘Great Lakeland Challenge’ which was part of the Wooden Spoon Charity in 2005, 2006, 2009 and 2010. <a href="http://www.woodenspoon.org.uk">www.woodenspoon.org.uk</a></p> <p>Safety experience and awareness with respect to Waterskiing – I am responsible for club safety rules and boat / Trailer checks every year together with the associated documents.</p>

Key relevant business experience / career experience – what can you contribute?
<p>Experience of working within teams for a combined and successful outcome, including the management of budgets.</p> <p>Business development, sales and partnership expertise - national and international</p> <p>Defining Go-To-Market approach and strategy.</p> <p>An extensive network of contacts via LinkedIn</p> <p>Passion for watersports and an eagerness to be part of the next generation.</p>