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# PRESS RELEASE

## The Danish Swimming Federation appoints a High Performance Manager

*The new High Performance Manager comes from a position at Team Denmark and he also has many years of experience working for swimming clubs behind him.*

It is with great pleasure that the Danish Swimming Federation can announce that the Federation's new High Performance Manager from 1st February 2015 is Lars Green Bach.



Lars Green Bach, who later this year celebrates his 40th birthday, will take over the job from Mikkel von Seelen, who left at the end of December.

Photo courtesy of Team Denmark.

Lars has a long background in swimming. He has, among other things, been head coach at Swimming Club 68, Hjørring (2000 - 2003) and West Brøndby Swimming Club (2006 - 2008). Over a three-year period (2003 - 2006), Lars was also the high performance coach and head of Lyngby Swimming Club. However, in 2008, Lars changed his many years of working poolside for a job at Team Denmark, where he currently works as a team leader for talent and skills development.

Over the years, Lars has been directly affiliated with the Danish Swimming Federation in the work to develop the Federation's coach programme, and since 2003 he has been an instructor on the Federation's coach programme, and since 2011, as programme functional manager for the Federation's coach programme. He has also completed the highest coach programme in Denmark in the form of the Sport's Coach Academy (ITA).

As head of the Danish Swimming Federation's sports department, Lars will have overall responsibility to continue the implementation of the 2016 Danish Swimming Plan and so ensure that there is a common thread from the smallest national championship to the largest international

championship (World Championships and Olympics). The new High Performance Manager will have overall technical and organisational responsibility for the Danish Swimming Federation's competition activities, as well as national and international high performance, just as he will have overall management responsibility for the Sports Department.

Lars Green Bach has this to say about his future job:

"I'm so pleased to have the opportunity to lead the Sports Department of one of Denmark's traditional sports. There is a fantastic foundation of sporting potential in swimming, both in the short and long-term, and I'm looking forward to collaborating with Denmark's many passionate swimmers, coaches and leaders to realise this potential and translate it into international results," says the Danish Swimming Federation's future High Performance Manager, and he continues: "High performance sport is undergoing rapid development. This also applies to swimming. The challenges place great demands on all of us for a focused and unified contribution to our daily work. I believe that we, in Danish swimming, are able to further develop the strong framework for the sport of swimming that there is in Denmark."

The Danish Swimming Federation is pleased to have signed a contract with Lars Green Bach: "The process of finding the right person to lead the prospective work of the Sports Department has, of course, taken up much of our time over the last couple of months. It's vital that we have a person with the right profile for this position. In this respect, I'm really pleased we have Lars Green Bach on the team. He has the right background to fill the position and I'm convinced that Danish high performance swimming will be further strengthened as a result of Lars Green Bach's contribution in the coming years," says Pia Holmen, Director of the Danish Swimming Federation.

There are also good expectations at Team Denmark for the new High Performance Manager: "At Team Denmark, we are proud that the Danish Swimming Federation has appointed Lars Green Bach as High Performance Manager. We are also delighted that Lars' skills will continue to benefit high performance sport. We are convinced that the Danish Swimming Federation will benefit greatly from Lars' professionalism and experience in the position of High Performance Manager. Lars joined Team Denmark in 2008, when he also qualified as a biologist. Combined with his duties at Team Denmark, a coaching accreditation at the highest level (ITA), and previous coaching appointments for various swimming clubs, Lars is now ready for the job of High Performance Manager on his own "home ground". Team Denmark wishes Lars and the Danish Swimming Federation all the best in their collaboration," says Per Boldt Jørgensen, head consultant and acting head of Team Denmark.

Lars Green Bach has a master's degree in biology from the University of Copenhagen, he lives in Skovlunde, near Copenhagen, is married and father to three children.

#### **Further information:**

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Yours sincerely,

**The Danish Swimming Federation**