

# Bruno Cheron



Fencing Parent · Veteran Fencer · Global CEO · Board Chairman

## IN THE SPORT

- Sabre fencer - Globus Fencing Academy
- Fencing parent & supporter
- LUNGE mentor (2025–present)
- Youth coach - 4 seasons (basketball)
- French National Champion - basketball

## IN THE BOARDROOM

- Chairman | Treasurer - The Samaritan Inn
- Chairman - PMV Automation AB (Sweden)
- Director - Clarke Valve, YKV
- Co-founder - Reaction Venture Capital
- NACD Directorship Certified

## IN BUSINESS & EDUCATION

- CEO - Bell Supply Company (current)
- VP/GM - Flowserve (\$750M+ P&L)
- VP - Emerson Automation (\$500M+ P&L)
- Entrepreneur | Business Owner
- MIT | INSEAD | Wharton | Stanford GSB

**40%+**

Organic Revenue Growth Delivered

**\$750M**

Peak P&L Managed

**8 Yrs**

Board Service incl. Chairman Roles

**5**

Languages Essential for FIE

USA Fencing is at an inflection point — Paris 2024 momentum, LA 2028 ahead, fastest-growing NGB in the US. This moment demands board directors who understand the sport from the inside *and* bring enterprise-scale execution. **I bring both.**

**BOARD ROLE** - A board member governs - not manages. My mandate is to represent USA Fencing's members and stakeholders: hold management accountable, ensure fiduciary integrity, and set strategic direction. The CEO executes. The board ensures it is the right direction, for the right people, with the right resources.

## THREE PRIORITIES FOR USA FENCING

### 1 FUND OUR SPORT RIGHT

Every dollar USA Fencing raises should go back into fencing. Better tournaments. Better coaching programs. Stronger clubs. I will push hard to grow our revenue — through the World Fencing League, new sponsorships, and media rights — so USA Fencing never has to choose between investing in athletes and keeping the lights on. Strong finances are not the goal. They are what makes every other goal possible.

### 2 A CLEAR PATH FOR EVERY FENCER

Every fencer deserves to know what comes next. As a youth coach, I've seen what happens when that path is unclear — kids quit. We need more accessible clubs, better coach certification, tournaments at every level, and role models athletes can see themselves in. The goal is simple: any kid who picks up a sabre, épée, or foil should see a clear road — from their first lesson to, one day, an Olympic podium... or a life-long passion.

### 3 MAKE FENCING IMPOSSIBLE TO IGNORE

Most people still don't understand our sport. That has to change. The World Fencing League launch and the rise of NCAA Women's fencing are our moment — and we cannot waste it. I will push USA Fencing, the FIE, and our global partners to make fencing easier to watch, easier to understand, and impossible to look away from — on broadcast, online, and at every tournament. A sport people love to watch is a sport that grows itself.

