



Jérôme de Bontin, Chairman for the Rush BOD's has been appointed today as General Manager of [Red Bull New York](#). Jérôme has been acting Chairman for Rush Soccer Board of Directors as of January of 2010. Jérôme's impact in the Rush since becoming a BOD member has been exceptional. He secured the [AJ Auxerre](#) partnership, brokered the [French Football Federation](#) relationship and just recently secured an unprecedented signing of the young American Rush prodigy, [Lindsey Horan with Paris St. Germain](#).

Jérôme's influence does not stop there. "One of my jobs is to promote the Red Bull Brand and communicate their commitment to soccer throughout the U.S." Jerome states "It makes perfect sense to target the Rush and CONNECT THEM WITH the ambitious plans of Red Bull. Red Bull AIMS to become the prime player on the soccer fields of America and the philosophy and ambition of the Rush Soccer could potentially be ALIGN with ours."

Another duty as North American Marketing Director One of his duties in his recently appointed position will be able to act as General Manager for the New York Red Bulls of the [MLS](#). As GM, he will oversee all business operations of the MLS franchise. Jérôme brings a wealth of business accolades and 'futball' prowess to the table. Is it enough to turn the franchise around? Gérard Houllier believes so. Gérard, who is also on the Rush BOD's, was appointed the Head of Global Marketing for Red Bull back in July of this year. Jerome will report directly to Monsieur Houllier.

Jérôme continues, "Apart from New York, Red Bull has additional professional franchises in Ghana, Brazil, Leipzig and Salzburg, Austria, where Red Bull headquarters are, making a POTENTIAL partnership with Rush more appealing as both companies are global. This means we COULD explore IDEAS AND opportunities and have some fun with player and coaching exchanges for instance. We are in the early stages of talks but all good things."

Felicitations et Bonne Chance!