



THE WORLD GAMES
2029 KARLSRUHE

VITA: Markus Leonhard



Photo: TWG2029 / Jürgen Rösner

Markus Leonhard is a sports enthusiast in both his professional and private life. After studying Sports Economics at the University of Bayreuth, he began his career in major sporting events at the 2006 'Summer Fairytale' – the FIFA World Cup in Germany – followed by UEFA EURO 2008 and the 2010 and 2012 Olympic Games in Vancouver and London, respectively. He then founded his own event management company, working with clients including the Drone Racing League, the 2018 European Athletics Championships in Berlin, and FIFA. Most recently, Leonhard provided consultancy services to organising committees, host cities, and event technology firms. He was involved in the European Athletics Championships Munich 2022, UEFA EURO 2024 in Berlin and the German Gymnastics Festival 2025 in Leipzig, among other things. Since early 2026, he has held the position of COO at The World Games 2029 Karlsruhe GmbH, where he is responsible for sports, venues, services and technology. Outside of work, Leonhard, who is from the Palatinate region, enjoys mountain biking and running, as well as art and culture.

About us

With around 4,000 athletes from more than 100 countries, The World Games, held every four years, are a highlight for athletes from all over the world, showcasing popular, traditional, emerging and trend sports. In 2029, the fan-shaped city of Karlsruhe will host The World Games for the second time: following on from 1989, Karlsruhe will become a hub for sporting excellence, cultural exchange and international cooperation in 2029 – exactly 40 years later. www.twg2029.com



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