



THE WORLD GAMES
2029 KARLSRUHE

VITA: Purna Stransky



Photo: TWG2029 / Jürgen Rösner

Sport and marketing are in Purna Stransky's professional DNA. She first came into contact with sports marketing and major sporting events whilst undertaking her dual degree programme at the DHBW Baden-Württemberg. The German Gymnastics Federation (Deutscher Turner-Bund e.V.) supported her Bachelor's degree in Business Administration – Trade Fair, Congress and Event Management as a training partner until 2013, after which she worked for Deutscher Turner-Bund Service GmbH from 2015 to 2020. In this role, she was responsible for the 'Sales' division at the 2019 World Gymnastics Championships in Stuttgart, amongst other things, and, in addition to numerous German Championships, she was also involved in the International German Gymnastics Festival on two occasions (in 2013 in the Rhine-Neckar metropolitan region and in 2017 in Berlin). During this time, she completed a Master's degree in Business Psychology through a part-time distance learning programme at the European Distance Learning University in Hamburg. After a stint in the fitness industry at Technogym Germany GmbH, her career path led her back to organised sport in 2022, joining Deutsche Sport Marketing GmbH. There, she supported the brand management team until she joined The World Games 2029 Karlsruhe (TWG2029), including at the 2024 Olympic and Paralympic Games in Paris. She has been Team Lead for Marketing & Sponsorship at TWG2029 since 1 November 2025. Purna Stransky is rarely seen without her Corgi, Joy, who actively supports the TWG2029 team. In her spare time, the pair are active in agility dog sports and enjoy long walks in the countryside along the Bergstraße in southern Hesse.

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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