

# XAVIER JOURSON



**MEDIA KIT**

[www.xavierjourson.com](http://www.xavierjourson.com)

# ABOUT ME



I am a former professional rugby player now based between North America and France who turned into an entrepreneur with a thousand projects, passionate about sport, the media and transmission.

As a producer, lecturer, teacher, columnist and strategy consultant, my aim is to show that it is possible to do things that have never been done before.

Dynamic and committed, I manage my projects with the same boldness that led me to become the creator and producer of the documentary project "La Transition".

# MY VISION

I am an entrepreneur with a thousand projects and I want to inspire a community that, like me, will take up the challenge of redefining the word possible. Through my actions in the sports, media or academic fields, I characterize myself as a real agent of change and I aspire to have an impact.

I am an ideator passionate about entrepreneurship.



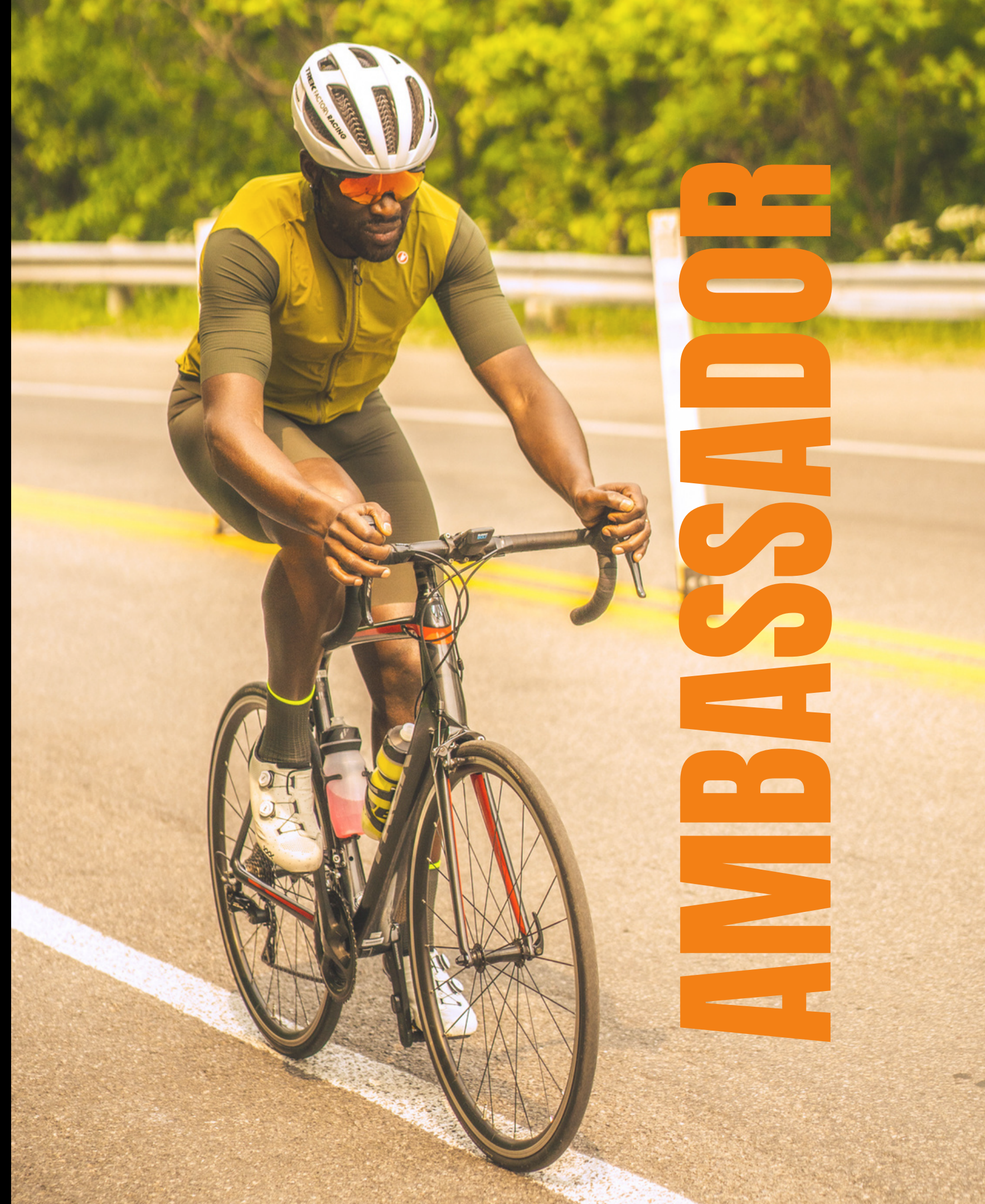
Proud ambassador  
of iconic brands  
Trek and Castelli,  
my role is inclusive.

I want to embody  
the values of  
sharing and  
surpassing oneself.



**CASTELLI**

**TREK**



**AMBASSADOR**

# MY WORLD



- Creator & Producer of the documentary "Au bout de l'effort" Canal+



-Producer & columnist for my show "La Transition" broadcast on Radio-Canada Sports



-Author Amazon certified: Winner's Mindset: Peak Performance Strategies for Success



-Sponsor Business School Sports management Amos (Campus Lyon France) 2022-2023



-Speaker Masterclass HEC Montreal

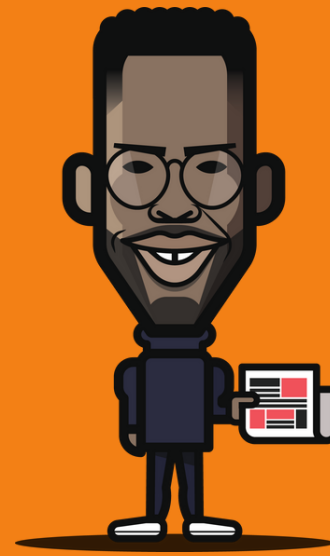
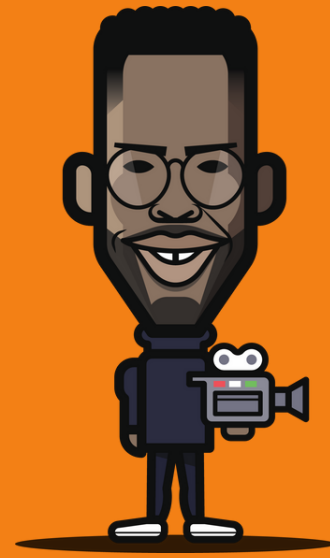
- UNHCR "grassroot" initiative speaker



-Expert in entrepreneurial research with the Research Chair (Publication) of the University of Montreal



-Program: Direction Production Warner Bros Discovery



# INTERVIEWS PUBLICATIONS

BEIN SPORTS



L'EQUIPE



CANAL+

FRANCE INTER



**SPORT STRATEGIES**

franceinfo:sport

à la une résultats et classements football tennis rugby cyclisme auto/moto tous les sports tour de france paris 2024

### Triathlon : un ex-rugbyman à la conquête du Norseman pour devenir le premier homme noir à participer à cette course extrême

Xavier Jourson, formé dans le club de rugby du LOU, se frotte à l'une des courses les plus dures du monde dans laquelle les abandons sont légion.

franceinfo: sport - Maël Rousseau  
France Télévisions

Publié le 05/06/2022 07:00 Mis à jour le 05/06/2022 13:56

Temps de lecture : 4 min.



Xavier Jourson s'entraîne chez lui au Canada, malgré la neige, pour préparer le Norseman. (XAVIER JOURSON / DR / FRANCEINFO: SPORT)

**FRANCE INFO SPORT**



**INIS - WARNER BROS**





# CONTACTS

**Xavier Olivier Jourson**

**Montréal, QC, Canada**

**Media: [media@xavierjourson.com](mailto:media@xavierjourson.com)**

**Business: [business@xavierjourson.com](mailto:business@xavierjourson.com)**

**Conferences: [conference@xavierjourson.com](mailto:conference@xavierjourson.com)**

**Other : [info@xavierjourson.com](mailto:info@xavierjourson.com)**



**STRAVA**

