



ISC

# Women's Sport Business Summit

Tuesday 30th September 2025 | The National Gallery, London



Sponsors and Partners



## Speakers



**CHRISTINA MACFARLANE**  
Anchor  
CNN International



**ABBIE RAYBOULD**  
Sports Partnership Lead  
TikTok



**FIONA MORGAN**  
Chief Purpose Officer  
SailGP



**KAREN DOBRES**  
Author and former Board  
Member/Co-Owner  
Lewes FC



**KERSTIN LUTZ**  
Chief Executive Officer  
Billie Jean King Cup



**LINDSEY ECKHOUSE**  
Chief Revenue Office  
Mercury/13



**SARAH LEWIS**  
OBE, OLY, Chair  
British Olympians Association



**ASHLEY GOLDIE**  
UKI | Media Marketing Activation  
Manager - Personal Care  
Unilever



**NIGEL FLETCHER**  
Chief Executive  
International Sports Convention



**ELLIE CROSS**  
Senior Marketing Manager  
Starling Bank



**JO OSBORNE**  
Head of Women's Sport  
Sky Sports



**KATIE GRITT**  
Head of Marketing  
Panini



**KOMAL PATEL**  
European Sports & Entertainment  
Partnerships Director  
Unilever



**RUTH HOOPER**  
Chief Marketing Officer  
WSL Football



**TARA PARASHAR**  
Senior Strategist  
Ear to the Ground



**ELIZAVETA BRACHT**  
OLY, Former Olympian Volleyball Player  
former FIVB Executive and Co-Founder  
Bracht Consulting

## Programme

Time	Subject - Room	Name - Position	Organisation
09:15 – 10:00	Registration and Networking		
10:00 – 10:20	Welcome and Introductions	Christina Macfarlane, CNN Anchor and ISC Host Nigel Fletcher, CEO Lenah Ueltzen-Gabell, Group Managing Director	CNN International Sports Convention Wasserman
10:20 – 11:10	Brands and Sponsorship – How Brands are developing and executing female centric partnerships, campaigns	Komal Patel, European Sports & Entertainment Partnerships Director Ellie Cross, Senior Marketing Manager Tara Parashar, Senior Strategist	Unilever Starling Bank Ear to the Ground
11:10 – 11:30	Shaping the future of Women's Sport – Considerations for the Future	TBC – TBC	Two Circles
11:30 – 12:00	Coffee and Networking		
12:00 – 13:00	Growth of Women's Sports – Events	Kerstin Lutz, Chief Executive Ashley Goldie, Media Marketing Activation Manager, Personal Care Sarah Lewis, OBE, OLY, Chair Lenah Ueltzen-Gabell, Group Managing Director	Billie Jean King Cup UNILEVER British Olympians Association Wasserman
13:00 – 14:00	Lunch and Networking		
14:00 – 14:45	High Performance and Elite Athletes – Top of the game. How female athletes are breaking boundaries, including support from Brands, Leagues, Sporting Bodies and Clubs	Fiona Morgan, Chief Purpose Officer Lindsey Eckhouse, Chief Revenue Office Karen Dobres, Author and former Board Member/Co-Owner Elizaveta Bracht OLY, Former Olympian Volleyball Player, former FIVB Executive, Co-Founder Sarah Gregorius, Senior Director, Sporting	SailGP Mercury/13 Lewes FC Bracht Consulting National Women's Soccer League (NWSL)
14:45 – 15:30	Female focus fan engagement strategies – What's Changing and What Next?	Katie Gritt, Head of Marketing Jo Osborne, Head of Women's Sport Abbie Raybould, Sports Partnership Lead Ruth Hooper, Chief Marketing Officer Nikky Hudson, Senior Customer Success Manager	Panini Sky Sports TikTok WSL Football Genius Sports
15:30 – 16:30	Drinks and Networking		



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THE BUSINESS OF SPORT  
SINCE 2009**

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