



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 Officer
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 Maya Herm, AVP, Global Strategy & Growth	CNN International Sports Convention The Collective
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	Miwa Skyes, Lead Consultant	Two Circles
11:30 – 12:00	Coffee and Networking		
12:00 – 12:10	ISC 30 under Thirty Ceremony		
12:10 – 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 – 13:50	Lunch and Networking		
13:50 – 14:35	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 Officer 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)
14:35 – 15:20	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
15:20 – 15:30	ISC Women's Sport Business Awards 2025 Ceremony		
15:00 – 16:30	Drinks and Networking		



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SINCE 2009**

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