

IISC / ADVISORY
Board

*For the Industry,
By the Industry*

THE MEETING PLACE FOR
THE BUSINESS OF SPORT

Dear Sports Colleague,

I have decided to set up an industry-led advisory board which will help transform our external guidance from a passive 'sounding board' into a 'strategic engine' that drives value for the sports business industry.

This will focus on areas such as content, programming, networking, agenda setting and at its heart, driving connection and collaboration for the sports business industry.

The ISC Advisory Board, "For the Industry, By the Industry," will focus on providing myself and the ISC Team guidance to ensure that what the sports business industry want is developed and delivered.

I have assembled a range of individuals across the sports business industry, including rights holders, clubs, leagues, sports governing bodies, brands, broadcasters and agencies to ensure all parts of the sports business industry ecosystem are represented so that the best decisions can be made.

The focus would be on our enhanced flagship product, ISC WEEK AND FESTIVAL, LONDON, with the next edition being March 22-26th, 2027.

The ISC Advisory Board will provide the specialised knowledge and 'brutal honesty' needed to solve complex problems and validate strategy to ensure that the ISC WEEK AND FESTIVAL thrives and is always relevant for the sports business sector.

My benchmark for ISC has been the World Economic Forum in Davos where, for over 50 years, co-operation, collaboration, networking, agenda topics have all be enhanced by a collegiate approach. This is our driver as ISC turns eighteen years old in 2027.

Our tagline – 'The meeting place for the Business of Sport' encourages and encapsulates collaboration and connection, but also that value is generated across ISC WEEK AND FESTIVAL 2027.

Let's do this together.

Yours in sport

Nigel Fletcher, Co-Founder & CEO



MEET THE ISC ADVISORY BOARD



Alvaro Garcia Sampere
Europe Brand Sponsorships,
Partnerships & Events Manager
TCL



Anna Edwards
Managing Partner
EPP



Anna Hoenika
Teamlead Digital Projects
& Innovation
Eintracht Frankfurt



Daniel Barker
Managing Director - Content
Strategy and Distribution
NASCAR



Edward Jones
Senior Director of Content
Partnerships
PGA Tour



George Gilmore
Global Marketing Director
54



Gökem Dönmez
General Manager
Gloria Sports



Guillaume Sabran
Chief Sponsorship & Licensing
UEFA



Jamie Reid
Senior Corporate
Communications Manager
FIFA



Jason White
Head of Marketing
Two Circles



Katie Gritt
Head of Marketing - Sport
Panini



Laura Fairweather
Head of Growth
Octagon



MEET THE ISC ADVISORY BOARD



Lauren Webb
Business Director,
New Business & Marketing
Dentsu Sports International



Mark Looseman
Partner & Head of Sport
Hugh James



Melissa Soobratty
Head of Media and Marketing
Professional Squash Association



Oriol Boix
Head of Digital Products &
Membership
FC Barcelona



Owen Laverty
Chief Brand Officer
Ear to the Ground



Sarah Lewis
Chair
British Olympians Association



Sarah Füsseck
Director Sports Integrity
International Ski and Snowboard
Federation



Stacey Knight
Global Senior Vice President:
Commercial
LIVE·TEAM



Tarik Shamel
Chief Regulatory Officer
The FA



Tim Ramsberger
Chief Legal Officer
TMS



Tom Julian
Head of International
Cooperation and Public
Relations
Bundesliga International GmbH



Alvaro Garcia Sampere

Europe Brand Sponsorships, Partnerships & Events Manager – TCL

With over seven years of experience in marketing, brand strategy, and event management, I specialize in leading high-impact sponsorships, partnerships, and brand activations across the European market. Currently serving as Europe Brand Sponsorships & Partnerships Manager at TCL, I managed the different sports partnerships (IOC, Football National Teams and Arsenal FC among others) and the development of integrated marketing campaigns that enhance visibility and drive brand value.

My background spans global tech leaders including OPPO and LG Electronics, where I managed end-to-end marketing projects from major sporting event sponsorships (Roland Garros, Wimbledon, World Padel Tour) to product launches and OOH campaigns.

Sports sponsorships have always been a true passion of mine combining the energy of live events with the strategic power of brand storytelling. I'm deeply driven by the opportunity to connect brands with audiences through meaningful partnerships that go beyond visibility, creating emotional engagement and lasting impact.

Anna Edwards

Managing Partner – EPP

EPP Global Managing Partner, Anna has spent her life surrounded by sport and is now the only female co-owner of a sports performance and recruitment consultancy in the UK.

With over twenty-five years' experience spanning advertising and marketing, headhunting and consultancy, Anna has worked with and for brands including M&C Saatchi, Amazon, LEGO, Bacardi, IKEA and Pandora, as well as numerous sports teams and federations.

Responsible for our C-Suite and Board level searches and our leadership advisory and development offering, Anna is also a permanent tutor on both the FA's Technical Director Course and Focus Sport Education's programmes – including Foundation of a Sporting Director and the Women's Football Directorship.

She is a guest lecturer on the LMA's Diploma in Football, a Technical Expert for FIFA. She has appeared on a variety of panels discussing better recruitment for increased equity and diversity of all forms.

Anna has both an MA in Modern History from the University of Oxford (New College) and a Master's in Mentoring and Coaching from Oxford Brookes Business School. Her dissertation discussed 'The role of coaching in an elite athlete's transition to a second career', leading to a stint as a Trustee of Switch the Play.

Anna Hoenika

Teamlead Digital Projects & Innovation – Eintracht Frankfurt

Anna Hoenika is a leading expert in digital transformation and innovation within the sports industry. Currently serving as Teamlead Digital Projects & Innovation at Eintracht Frankfurt, she leverages her expertise to implement forward-thinking digital strategies that enhance fan engagement and organizational efficiency.

Prior to joining Eintracht Frankfurt, Anna worked in Digital Transformation & Innovation at Borussia Mönchengladbach, where she successfully implemented numerous digital initiatives across the organization. She later joined Nielsen Sports as a Digital Consultant, advising rights holders and brands on data-driven strategies, digital trends, and the future of sports marketing.

With more than 10 years of experience across different areas of the sports business, Anna combines perspectives from clubs, consulting, and the commercial side of the industry. Her ability to identify emerging trends and innovations early, while assessing their long-term relevance and applicability for the sports industry, makes her a sought-after voice on the future of sports. She is particularly recognized for translating strategic requirements into practical digital solutions while always keeping fan needs at the center of innovation.

Daniel Barker

Managing Director - Content Strategy and Distribution – NASCAR

Dan Barker is a veteran sports media executive, currently serving as the Managing Director of Content Strategy and Distribution at NASCAR. Prior to his 6 years at NASCAR, Barker has served in leadership roles at DAZN, Perform Media and Sporting News. Starting his career in Quality Assurance and product, Barker has since moved into content management, strategy, and distribution and has most recently launched The NASCAR Channel on FAST platforms.

Edward Jones

Senior Director of Content Partnerships – PGA Tour

Ed Jones leads the Content Partnerships team at the PGA TOUR, responsible for increasing fan growth and viewership via player creative, creator partnerships and third-party collaborations having previously led the PGA TOUR's International Content team. Before joining the TOUR, he led Team GB's marketing team at the Tokyo Olympics including the award winning I Am Team GB sports participation campaign, prior to which he spent a decade agency side, in which time he co-founded Goal Click, the grassroots storytelling company in sport.

George Gilmore

Global Marketing Director – 54

I lead a global, award-winning integrated marketing division of 65 people at 54, delivering brand, event and destination marketing strategies for some of the world's most ambitious sports properties and brands — including DAZN, LIV Golf and Titleist.

My career has been built at the intersection of sport, marketing and commercial strategy. Beginning in sports management and talent representation, I progressed into senior agency leadership roles spanning new business, client strategy and divisional growth — developing a well-rounded perspective on what it takes to deliver for both brands and rights holders.

Operating across the full marketing mix — paid, earned, social, creative, content, influencer, fan engagement and digital — I am equally comfortable presenting growth strategy to a board as I am leading a pitch or shaping a client campaign from the ground up.

Building inclusive, high-performance cultures is something I care about beyond the commercial brief. I founded an internship programme focused on broadening access for talent from under-represented backgrounds, and mentoring the next generation of sports marketing leaders remains a priority alongside my day-to-day leadership responsibilities.

Görkem Dönmez

General Manager – Gloria Sports

Mr. Dönmez has been working for Gloria Hotels & Resorts, an establishment of Ozaltin Group for 18 years. After Gloria Sports Arena (GSA)'s project in 2014, he started working as the Sales Executive of the complex. 4 years later, in 2018 he was appointed General Manager"

GSA is located in Belek region of Antalya-Türkiye, which is a world-renowned destination for golf and football. Since it is the most comprehensive center for training and performance for professional athletes in Europe, Mr. Donmez states that their primary purpose is to maximize GSA's recognition and reputation by hosting clubs, national teams and elite athletes for their preparation camps, 12 months of the year in the 50 sports branches available in GSA and by contributing to their guests' successes on their way to the top.

Guillaume Sabran

Chief Sponsorship & Licensing – UEFA

Guillaume Sabran joined UEFA in 2005. He is the Head of Sponsorship & Licensing, responsible for overseeing all sponsorship and licensing activities across UEFA's Club competitions, Women's Football and National Team competitions.

He is in charge of maximising interest in all UEFA competitions by developing appropriate sponsorship & licensing strategies, monitoring their implementation to the highest standards and enhancing the equity of the competitions.

His responsibilities include the development and implementation of UEFA's commercial strategy, the management of UEFA's marketing agencies, sales, account management and partnership activations.

Prior to joining UEFA, he worked for FIFA and managed key sponsorship accounts in the marketing department for the 2002 and 2006 FIFA World Cups.

Guillaume has also worked for the sports marketing agency ISL, the agency Ogilvy and the ski brand Salomon.

Jamie Reid

Senior Corporate Communications Manager – FIFA

Jamie Reid is a senior communications leader with over 20 years' experience across global sport, media and major international events. He currently serves as Senior Corporate Communications Manager at FIFA, where he leads strategic communications for some of the organisation's most high-profile tournaments, initiatives and commercial partnerships.

Prior to joining FIFA, Jamie held senior communications and content roles with the Supreme Committee for Delivery & Legacy for the FIFA World Cup Qatar 2022™, The Football Association, UEFA, the London 2012 Olympic Games and Paralympic Games. His career has spanned media relations, digital strategy, corporate communications, content production and stakeholder engagement across Europe, the Middle East and North America.

Jason White

Head of Marketing – Two Circles

Jason has worked in the sports industry over the past 15 years wearing a variety of hats – from journalist and videographer to event planner and marketeer.

Currently Head of Marketing at Two Circles, Jason supports over 1,200 Two Circles around the world working with the likes of the Premier League, Wimbledon, ECB and World Rugby. His role combines day-to-day operational planning with creative strategy, working across multiple teams on a daily basis.

Jason drives several purpose-driven initiatives, including the digital execution of the multi-award winning 2.6 Challenge, which raised over £12m for struggling UK charities during lockdown, winning Campaign of the Year at the Sport Industry Awards. An avid mentor, he also co-created Diversity in Sports, a mentoring programme that supports the growth of under-represented talent across the UK industry. Entering its seventh year in 2026, the programme has seen 60+ young people secure roles into the industry so far.

Originally trained as a broadcast journalist, his first media role was the early breakfast shift on local radio, but found the allure of sport too much after one too many reports on 'top tips to stop your bird bath freezing over'.

The answer was 'put a tennis ball in it', if you wondered.

Katie Gritt

Head of Marketing Sport – Panini

With a passion for brand marketing, Katie brings a wealth of brand building experience across multiple categories. Leading sport marketing at Panini for the past 3 years, Katie has supported the continued growth of the biggest trading card collection in the U.K. and creates campaigns for the biggest brands in sport. Dedicated to the growth of the women's game through the launch of the first ever Barclays Women's Super League collections, and winner of the 2024 Off the Pitch Award at the Women's Football Awards, Katie is committed to bringing fans closer to the game off the pitch.

Laura Fairweather

Head of Growth – Octagon

Laura Fairweather is the Head of Growth at Octagon EMEA, a global agency specializing in partnerships across sport and entertainment. She joined the agency in December 2023, reporting to the Managing Director of Octagon Europe, Jeff Meeson. At Octagon, Laura spearheads marketing and business development efforts, focusing on data-led strategies to drive commercial success in the sports industry. Laura brings extensive international experience to her role, having worked across EMEA markets and successfully launched global brands from Australia and the United States. Laura's career is defined by her ability to bridge the gap between global sports properties and regional markets. She has extensive experience collaborating with some of the most prestigious rights holders in the world.

Lauren Webb

Business Director, New Business & Marketing – Dentsu Sports International

Lauren is a commercially driven business development leader, with a background in insights and analytics. With over a decade of experience partnering with rights holders, brands and agencies across both the sports and FMCG sectors, she brings a strategic, collaborative and insight-led perspective to all she does.

Lauren joined dentsu Sports Analytics as Commercial Director in 2023, following senior business development roles at YouGov Sport and Kantar Worldpanel. In 2024, her remit expanded to encompass the full breadth of dentsu Sports International's capabilities, reflecting her ability to connect strategy, data and delivery across complex commercial ecosystems.

Lauren works closely with stakeholders to interrogate challenges, identify opportunities and design solutions that align with both commercial ambitions and audience needs. Her cross-sector experience enables her to bring a broad, integrated view of the evolving sports landscape

Mark Looseman

Partner & Head of Sport – Hugh James

Mark is a partner and commercial solicitor, who specialises in the sport and digital media sectors. He began his legal career in London with leading international firm Bird & Bird, in their sports team acting, for example, for The (English) Football Association as well as various other world-renowned clients. Mark went on to become Group Commercial Director of the Welsh Rugby Union for the opening of the Millennium Stadium and the hosting of Rugby World Cup. He was later the senior in-house lawyer for several years with leading digital sports content and media group, Perform Group (now DAZN). Prior to joining Hugh James in 2023, Mark was Senior Partner of his own boutique law firm, Loosemores, which he ran successfully for 7 years before it was acquired by Hugh James.

Mark now acts for a range of high-profile clients, many of whom are long-standing, including the Football Association of Wales, whom he recently advised on their successful UEFA EURO 2028 joint bid. Other notable sports clients include British national governing bodies, athlete trade unions, industry associations, sports marketing and management agencies, media rights holders, and individual elite sportspeople.

Melissa Soobratty

Head of Media and Marketing – Professional Squash Association

Melissa Soobratty is Head of Media & Marketing at the Professional Squash Association (PSA), leading media, content and marketing strategy for the professional world squash tour.

She has built her career across almost every side of the sport media ecosystem – as federation, rights owner, distributor, telco/Pay-TV operator, agency, state broadcaster, and technology platform – with organisations including World Table Tennis, Endeavor Streaming, StarHub, Setanta Africa, Fox Sports International, and BBC Studios.

Passionate about innovation and how emerging technology can enhance storytelling, Melissa is also a committed advocate for diversity and inclusion in sport – mentoring through the Diversity in the Business of Sport (DiBS) and SportsPro New Era communities, and a participant in the inaugural Fearless Women's Leadership Programme.

Oriol Boix

Head of Digital Products & Membership – FC Barcelona

Oriol Boix is Head of Digital Products & Membership at FC Barcelona. Within his responsibilities, he and his team are in charge of defining the vision and objectives of the FC Barcelona Official Website and Apps, in which integrating the Membership program, increasing revenue for all the business units, and activating Commercial opportunities play a big role.

Oriol also oversees any other digital products within the organization, making sure that the digital ecosystem is consistent and well integrated.

Being a product passionate, Oriol has 10 years of experience in the field. He has a degree in Telecommunications Engineering from UPC and a post-graduate degree in Marketing from UCLA.

Owen Laverty

Chief Brand Officer – Ear to the Ground

Sarah Lewis

Chair – British Olympians Association

Sarah Lewis, OBE OLY is a highly respected international sports leader with an extensive global network across the Olympic Movement and industry.

Before embarking on a career in sports administration, Sarah became an Olympian (OLY) in Alpine Skiing, representing Great Britain at the Calgary 1988 Games. From 1998 to 2020 she served as Secretary General of International Ski and Snowboard Federation (FIS), and the Association of International Olympic Winter Sports Federation (2014–2020). She was appointed a member of the IOC Programme Commission and Coordination Commissions for the Olympic Winter Games and Youth Olympic Games (2026, 2022, 2020, 2018) and the Steering Committee of SportAccord World Sport and Business Summit (2002–2020).

Currently Sarah serves as chair of the GB Olympians Association Committee, is a Non-Executive Director of Snowsport England, Vice-President of the Sustainable Mountain Alliance and an Advisory Board member of the Loughborough University London Institute for Sport Business. She undertakes mentoring especially for women, provides consultancy services across sport organisations and industry.

In 2018 Sarah was awarded the Officer of the Most Excellent Order of the British Empire on the Queen's New Year Honours List for services to sport. She was a proud member of the UK delegation that secured the hosting rights for the London 2012 Olympic Games in 2005.

For an overview of Sarah's background and activities check out her profile on LinkedIn: Sarah Lewis OBE OLY | LinkedIn

<https://www.linkedin.com/in/sarah-lewis-obe-oly/>

Sarah Fussek

Director Sports Integrity – International Ski and Snowboard Federation

Sarah Fussek is the Sports Integrity Director at the International Ski and Snowboard Federation (FIS). Having served in several roles within the federation she brings a comprehensive background in sports management, governance and athlete support services. She holds an MBA, during which she conducted research on women in international sports leadership. As a committed advocate for empowering women in sport, she actively supports fostering their personal growth. Throughout her career, she has remained dedicated to creating fair, safe and clean sporting environments, making her a respected and valued voice within the global sports community.

Stacey Knight

Global Senior Vice President: Commercial – LIVE·TEAM

At LIVE·TEAM, Stacey is ultimately responsible for commercial and business growth across the globe, balancing innovation with compliance and industry best practice, ensuring every programme delivers measurable impact and long-term value.

Her board-level experience includes governance roles for major international events, where she has overseen complex programmes with rigorous risk assessment, sustainability planning, and stakeholder alignment. Known for blending creativity with strategic oversight, Stacey specialises in designing brave, technology-led experiences for some of the world's most recognisable brands, properties, and venues, ensuring every project positions the client at centre stage.

With a career spanning both commercial and non-profit sectors, she brings a unique ability to connect and unify diverse stakeholders—from government bodies and community groups to global corporations and agencies. This cross-sector expertise enables her to deliver projects that are not only commercially successful, but also socially and environmentally responsible.

Stacey's mission is to elevate brand experiences on the world stage, creating platforms that inspire, engage, and drive meaningful connection.

Tarik Shamel

Chief Regulatory Officer – The FA

Tarik is the Chief Regulatory Officer at The Football Association. He is responsible for overseeing all integrity matters concerning on and off-field misconduct in English professional football including on-field disciplinary matters, crowd misconduct, betting, match-fixing, anti-doping, discrimination, public comment, financial misconduct, and intermediary breaches. The Regulatory Legal and Safeguarding Case Management teams also report into him.

Tarik is a practicing solicitor and joined The FA in 2004. Since then, he has played an integral role in the development of The FA's policies and practices and leads on integrity policy in football stakeholder forums.

Aside from being The FA's Integrity Officer, he is also a UEFA Match Delegate and mentor. Tarik is a disciplinary panel member for other sports and regularly sits on Independent Tribunals for the WPBSA and DRA.

Tim Ramsberger

Chief Legal Officer – TMS

Accomplished, experienced, versatile, and trusted Lawyer/MBA and CEO/CLO/COO caliber business executive with over three decades of legal and executive level servant leadership, management, strategic planning, business development, partnership collaboration, contract negotiations and development, marketing and record-setting performance results in business, administration, special events and tourism industry for prominent globally recognized brands and organizations.

Tom Julian

Head of International Cooperation and Public Relations – Bundesliga International GmbH

Tom Julian is Head of International Cooperation and PR at Bundesliga International, where he leads the development of the league's most prominent non-commercial global partnerships. His responsibilities include building strategic relationships with major sports organisations - including leagues, teams, governmental institutions and charities - and brings together the work of the Bundesliga's international offices worldwide.

Tom has been with the league for six years, playing a key role in strengthening its international positioning and cross-league collaboration. Prior to joining the Bundesliga, he worked as an international relations and communications consultant within the Olympic movement, advising on global sports strategy, content distribution and stakeholder engagement.

He began his career at Sky Sports in the UK as a digital sports journalist, primarily covering football and American football — an early focus that continues to inform his cross-sport perspective today.



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