

**#SIGAWomen**



**8 - 10 MARCH 2021**

 [siga-sport.com](http://siga-sport.com)  [@SIGAlliance](https://twitter.com/SIGAlliance)  [@sigalliance](https://www.instagram.com/sigalliance)



# CONTENT



[CLICK HERE TO CHECK THE ONLINE EVENT SCHEDULE](#)

[CLICK ON THE NUMBER TO GO DIRECTLY TO THE PAGE](#)

[PARTICIPATING ORGANISATIONS](#) 3

[KEYNOTE SPEAKERS](#) 4

[SPECIAL MESSAGES](#) 6

[OPENING SESSION](#) 8

[WEBINARS](#) 10

[SPECIAL SESSIONS](#) 14

[CLOSING SESSION](#) 16



# PARTICIPATING ORGANISATIONS







# KEYNOTE SPEAKERS





### FRANCO FRATTINI

CHAIRMAN, SIGA



### EMANUEL MACEDO DE MEDEIROS

GLOBAL CEO, SIGA  
CHAIRMAN & CEO, SIGA AMERICA



### TATIANA VALOVAYA

DIRECTOR GENERAL OF THE UNITED NATIONS OFFICE AT GENEVA - UNOG



### DIANA BRACCO

VICE-PRESIDENT & WOMEN EMPOWERMENT  
AMBASSADOR, B20 | PRESIDENT & CEO,  
BRACCO GROUP



RESHAPE  
THE FUTURE:  
INCLUDE,  
SHARE, ACT



### MARIYA GABRIEL

EUROPEAN COMMISSIONER FOR  
INNOVATION, RESEARCH, CULTURE,  
EDUCATION, YOUTH AND SPORT.



### ANTONIA MARIE DE MEO

DIRECTOR, UNITED NATIONS INTERREGIONAL  
CRIME AND JUSTICE RESEARCH INSTITUTE  
(UNICRI)



### MOHAMMED HANZAB

VICE CHAIR, CIVIL SOCIETY, SIGA |  
FOUNDER & PRESIDENT, ICSS



### KATIE SIMMONDS

GLOBAL COO, SIGA  
COORDINATOR, #SIGAWOMEN



### FILOMENA FORTES

PRESIDENT, NATIONAL OLYMPIC COMMITTEE  
OF CAPE VERDE | IOC MEMBER | MEMBER,  
WADA FOUNDATION BOARD | VICE PRESIDENT,  
ASSOCIATION OF NATIONAL OLYMPIC  
COMMITTEES OF AFRICA | MEMBER, LOS  
ANGELES 2028 COORDINATION COMMISSION



### BRIAN LEWIS

PRESIDENT TRINIDAD & TOBAGO NATIONAL  
OLYMPIC COMMITTEE & CANOC  
CHAIR, SIGA STANDING COMMITTEE ON  
GENDER, RACE, INCLUSION & DIVERSITY



### SHAIMA SALEH AL-HUSSEINI

MANAGING DIRECTOR, SPORTS FOR ALL  
FEDERATION, SAUDI ARABIA



### FATMA SAMOURA

SECRETARY GENERAL, FIFA







# SPECIAL MESSAGES



#StandWithSIGA

#SIGAWomen





**JESSICA BERMAN**

DEPUTY COMMISSIONER & EVP, BUSINESS AFFAIRS, NATIONAL LACROSSE LEAGUE



**MARIANA GUTIÉRREZ**

DIRECTOR LIGA MX FEMENIL  
LIGA MX / ASCENSO MX



**DENITZA BATCHVAROVA**

SENIOR VICE PRESIDENT OF STRATEGY, UFC  
DIRECTOR OF IMMAF



**JANE PURDON**

CEO OF WOMEN IN FOOTBALL  
FORMERLY OF SUNDERLAND AFC, THE PREMIER LEAGUE, AND UK SPORT



**CAROLE OGLESBY**

PROFESSOR FOR 50 YEARS, AUTHOR CONSULTANT, ORGANISATIONS USING SPORT FOR DEVELOPMENT, FORMER TRUSTEE AND PROJECT CONSULTANT AT WOMEN'S SPORTS FOUNDATION



**BETH BARRETT-WILD**

HEAD OF THE HUNDRED WOMEN'S COMPETITION & FEMALE ENGAGEMENT, ECB



**DANIELA CASTRO**

CEO, PACTO PELO ESPORTE



**DANIELA BAS**

DIRECTOR, DIVISION FOR INCLUSIVE SOCIAL DEVELOPMENT, UNITED NATIONS OF ECONOMIC AND SOCIAL AFFAIRS (UNDESA)







# OPENING SESSION



#StandWithSIGA

#SIGAWomen



08 MARCH 2021 | 13.30 - 14.15 GMT

WELCOME & INTRODUCTION



**KATIE SIMMONDS**

GLOBAL COO, SIGA  
COORDINATOR, #SIGAWOMEN



OPENING ADDRESSES



**TATIANA VALOVAYA**

DIRECTOR GENERAL OF THE UNITED  
NATIONS OFFICE AT GENEVA - UNOG



**DIANA BRACCO**

VICE-PRESIDENT & WOMEN EMPOWERMENT  
AMBASSADOR, B20 | PRESIDENT & CEO,  
BRACCO GROUP



RESHAPE  
THE FUTURE:  
INCLUDE,  
SHARE, ACT



**MARIYA GABRIEL**

EUROPEAN COMMISSIONER FOR  
INNOVATION, RESEARCH, CULTURE,  
EDUCATION, YOUTH AND SPORT.



**FATMA SAMOURA**

SECRETARY GENERAL, FIFA



**EMANUEL MACEDO  
DE MEDEIROS**

GLOBAL CEO, SIGA  
CHAIRMAN & CEO, SIGA AMERICA







# WEBINARS



#SIGAWomen



8 - 10 MARCH 2021

DAY 1

MONDAY

8 MARCH 2021

08 MARCH 2021 | 14:15 - 15:00 GMT

WEBINAR 1: GOOD GOVERNANCE IN SPORT: PARITY IN THE BOARDROOM



KATIE SIMMONDS

GLOBAL COO, SIGA COORDINATOR, #SIGAWOMEN



KARIN KORB

2 X PARALYMPIAN, LAKESHORE FOUNDATION POLICY, PUBLIC AFFAIRS, US COMMISSION ON USOPC REFORM



LISA BAIRD

COMMISSIONER OF THE NATIONAL WOMEN'S SOCCER LEAGUE



CLAIRE FURLONG

GENERAL MANAGER MARKETING AND COMMUNICATIONS AT THE INTERNATIONAL CRICKET COUNCIL - ICC



MODERATOR

SUZANNE WRACK

SPORTS JOURNALIST, THE GUARDIAN



08 MARCH 2021 | 17:00 - 17:45 GMT

WEBINAR 3: #SIGAWOMEN: THE POWER OF MENTORSHIP



ANNETTE KNOTT

SECRETARY GENERAL, TRINIDAD & TOBAGO NATIONAL OLYMPIC COMMITTEE; CHAIR, WOMEN IN SPORT COMMISSION, CANOC



MICHELLE CHAI

CHIEF OPERATING OFFICER, OLYMPIC COUNCIL OF MALAYSIA



DR. DEBBIE ALEXANDER PHD

1<sup>ST</sup> VICE PRESIDENT (WORLD TRIATHLON), GOVERNING BOARD MEMBER (INTERNATIONAL PARALYMPIC COMMITTEE), 1<sup>ST</sup> VICE PRESIDENT (AFRICA TRIATHLON), 2<sup>ND</sup> VICE PRESIDENT (SASCOC NOC & NPC), EX-OFFICIO BOARD MEMBER (TRIATHLON SOUTH AFRICA)



ANNA BLANCHARD

SENIOR MANAGER, PARTNERSHIP MARKETING, MAJOR LEAGUE SOCCER



MODERATOR

NATASHA HENRY

FREELANCE JOURNALIST, HOST AND BROADCASTER WITH A DECADE OF EXPERIENCE IN SPORTS MEDIA. WORKED FOR GUARDIAN, DAILY TELEGRAPH, SKY SPORTS, TALKSPORT, THE VOICE NEWSPAPER AND THE BBC

08 MARCH 2021 | 15:30 - 16:15 GMT

WEBINAR 2: ROLE OF FEDERATIONS & GOVERNING BODIES TO PROMOTE WOMEN IN SPORT



KATIE SADLEIR

GENERAL MANAGER WOMENS RUGBY



SARAI BAREMAN

CHIEF WOMEN'S FOOTBALL OFFICER WOMEN'S FOOTBALL DIVISION FIFA



SARAH WALSH

HEAD OF WOMEN'S FOOTBALL, WOMEN'S WORLD CUP LEGACY & INCLUSION



JACKIE DAVIDSON

ASSISTANT DIRECTOR GOLF DEVELOPMENT, R&A



MODERATOR

CAROL TSHABALALA

AWARD WINNING SOUTH AFRICAN TV AND RADIO SPORTS BROADCASTER

08 MARCH 2021 | 18:15 - 19:00 GMT

WEBINAR 4: FINDING MALE CHAMPIONS: THE ROLE OF MEN IN PROMOTING FEMALE LEADERSHIP IN SPORT



MICHAEL ROBICHAUD

SENIOR VICE PRESIDENT, GLOBAL SPONSORSHIPS, MASTERCARD



EMANUEL MACEDO DE MEDEIROS

GLOBAL CEO, SIGA CHAIRMAN & CEO, SIGA AMERICA



NICK BITEL

CHAIR OF SPORT ENGLAND



MODERATOR

SHELLEY ZALIS

CEO OF THE FEMALE QUOTIENT





#SIGAWomen



8 - 10 MARCH 2021

DAY 2

TUESDAY  
9 MARCH  
2021

09 MARCH 2021 | 14:00 - 14:45 GMT

WEBINAR 5: HOW CAN SPORT LEARN FROM FEMALE LEADERSHIP IN OTHER SECTORS?



**ALYSON R. JOHNSON**  
THE PRESIDENT AND CEO OF GILLY GROUP



**KAY RAWLINS**  
FOUNDER & SVP OF COMMUNITY RELATIONS  
| PRESIDENT, ORLANDO CITY FOUNDATION



**VIKTORIA SLAVKOVA**  
DIRECTOR OF EUROPEAN PROGRAMMES,  
PROJECTS & INTERNATIONAL COOPERATION,  
MINISTRY OF YOUTH AND SPORTS



**SHELLEY ZALIS**  
CEO OF THE FEMALE QUOTIENT



MODERATOR

**JENNIFER TARDY**  
CAREER SUCCESS COACH,  
OWNS AND OPERATES JTC

09 MARCH 2021 | 15:15 - 16:00 GMT

WEBINAR 6: SPORT FOR DEVELOPMENT: EMPOWERING GIRLS. NOW!



**RENEE HESS**  
FOUNDER OF THE  
BLACK GIRL HOCKEY  
CLUB (BGHC)



**LOUISE GEAR**  
HEAD OF DEVELOPMENT  
AT THE FA



**SAMANTHA FEAUSI**  
HEAD OF WOMENS RUGBY  
DEVELOPMENT, HONG  
KONG RUGBY UNION



**ELISA PADILLA**  
C-LEVEL MARKETING EXECUTIVE



MODERATOR

**ADAM FRASER**  
CEO, LAUREUS  
SPORT FOR GOOD  
GLOBAL



09 MARCH 2021 | 16:30 - 17:15 GMT

WEBINAR 7: HAS WOMEN'S SPORT BEEN HIT HARDER BY COVID-19?



**CATHERINE BOND MUIR**  
CEO, W SERIES



**KELLY HYNE**  
CHIEF SALES OFFICER, LPGA



**ALEXANDRA GÓMEZ  
BRUINEWOU**  
JUDGE OF THE FIFA DISPUTE  
RESOLUTION CHAMBER



**LAURA GEORGES**  
SECRETARY GENERAL OF  
THE FRENCH FOOTBALL  
FEDERATION (FFF)



MODERATOR

**JOHN KOSNER**  
PRESIDENT,  
KOSNER MEDIA



09 MARCH 2021 | 17:45 - 18:30 GMT

WEBINAR 8: FAIR PLAY ON & OFF THE PITCH: ATHLETE ACTIVISM!



**ANGELA LACHICA**  
PRESIDENT & CEO, LACHICA SPORTS  
AND ENTERTAINMENT



**RACHAEL BURFORD**  
INTERNATIONAL RUGBY PLAYER,  
HARLEQUINS CAPTAIN



**SARAH GREGORIUS**  
ADVISOR GLOBAL POLICY AND  
STRATEGIC RELATIONS AT FIFPRO,



**JOSH HERSHMAN**  
MANAGING DIRECTOR, TEN TOES MEDIA



MODERATOR

**DAN MANNIX**  
SENIOR ADVISOR,  
CSM NORTH AMERICA  
CSM SPORT &  
ENTERTAINMENT





#SIGAWomen

**SIGA**  
FEMALE  
LEADERSHIP  
IN SPORT  
WEB SUMMIT

8 - 10 MARCH 2021

DAY 3

WEDNESDAY

10 MARCH 2021

10 MARCH 2021 | 14:00 - 14:45 GMT

WEBINAR 9: SUSTAIN THE GAME:  
CHANGING THE RULES



**NEVENA VUKASINOVIC**  
SPORTS SUSTAINABILITY COMMUNICATIONS  
AND PUBLIC AFFAIRS CONSULTANT FROM  
BCW BRUSSELS



**SARAH SMITH**  
THE FA AND WEMBLEY'S  
SUSTAINABILITY LEAD



**ARIANNA CRISCIONE**  
PLAYER / WOMEN'S SPONSORSHIP  
MANAGER, PARIS SAINT-GERMAIN - PSG



**JULIA PALLÉ**  
SUSTAINABILITY DIRECTOR AT FORMULA E



**MODERATOR**  
**DAVID HESSEKIEL**  
PRESIDENT, ENGAGE FOR GOOD

10 MARCH 2021 | 15:15 - 16:00 GMT

WEBINAR 10: SPORTS & SPORT FASHION:  
CHANGING CULTURES



**SALLY NNAMANI**  
US DIRECTOR OF PROGRAMS &  
PARTNERSHIPS, PEACEPLAYERS NIKE  
AIR FORCE 1 SHADOW GLOBAL  
CAMPAIGN FEATURE



**MATTHEW GROWNEY**  
MANAGING PARTNER &  
CREATIVE DIRECTOR,  
THERMAL BRANDS



**EMMA P. MASON**  
VICE PRESIDENT FOR  
STRATEGIC AND EXTERNAL  
AFFAIRS, WFSGI - WORLD  
FEDERATION OF THE  
SPORTING GOODS INDUSTRY



**QING HUANG**  
CREATIVE DIRECTOR, VICE PRESIDENT  
FOR STRATEGIC AND EXTERNAL  
AFFAIRS, VOICE OF INSIDERS



**MODERATOR**  
**MARY DAVIS**  
CULTURAL HISTORIAN & AUTHOR,  
FORMER DEAN, SCHOOL OF GRADUATE  
STUDIES, FASHION INSTITUTE OF  
TECHNOLOGY IN NEW YORK

10 MARCH 2021 | 16:30 - 17:15 GMT

WEBINAR 11: SPORT SPONSORSHIP AND INTEGRITY:  
COMMERCIALISING THE WOMEN'S GAME



**MARZENA BOGDANOWICZ**  
HEAD OF MARKETING AND  
COMMERCIAL, WOMEN'S  
FOOTBALL, THE FA



**ALISON GIORDANO**  
VICE PRESIDENT OF  
GLOBAL  
SPONSORSHIPS AND  
CONTENT MARKETING  
AT MASTERCARD



**JOHN ESPLEY**  
DIRECTOR - COMMERCIAL PARTNERSHIPS  
R&A



**TOM CORBETT**  
HEAD OF SPONSORSHIP AND MEDIA,  
BARCLAYS GROUP



**MODERATOR**  
**LIZI HAMER**  
REGIONAL CREATIVE DIRECTOR  
AT OCTAGON

10 MARCH 2021 | 17:45 - 18:30 GMT

WEBINAR 12: SPORT & TECHNOLOGY:  
WOMEN AT THE CUTTING EDGE



**SUSAN WARNER**  
GLOBAL HEAD OF TALENT & COMMUNITY  
ENGAGEMENT | FOUNDER, GIRLS4TECH™



**MARILOU MCFARLANE**  
FOUNDER/CEO + CHAIR EMERITUS  
WOMEN IN SPORTS TECH  
WIST NETWORK CAREER HUB



**ANGELA RUGGIERO**  
CEO AND CO-FOUNDER OF THE  
SPORTS INNOVATION LAB



**KATARIINA ORA**  
ASSOCIATE GENERAL COUNSEL,  
WESTERN EUROPE AT MICROSOFT



**MODERATOR**  
**MELISSA LAWTON**  
HEAD OF SPORTS PRODUCTION, FACEBOOK





# SPECIAL SESSIONS



09 MARCH 2021 | 12.00 - 12.45 GMT

### SPECIAL SESSION 1 BEHIND CLOSED DOORS: SEXUAL HARASSMENT & DISCRIMINATION IN SPORT



**REBECCA KHOURY**  
FOUNDER, THE SPIRIT OF TRUST



**KATHERINE REDMOND**  
NATIONAL EXPERT IN ATHLETE VIOLENCE  
PREVENTION AND RESPONSE,  
WELEAD | REDMOND STRATEGIES



**GUYLAINE DUMONT**  
CANADIAN OLYMPIC ATHLETE-CHAMPION  
AMBASSADOR OF THE SPORTING SPIRIT AT  
GOVERNMENT OF QUEBEC



**KELLY LINDSEY**  
DIRECTOR OF WOMEN'S  
FOOTBALL  
FEDERATION ROYALE  
MAROCAINE DE FOOTBALL



**MODERATOR**

**JU'RIESE COLON**  
CEO, US CENTER FOR SAFESPORT



10 MARCH 2021 | 12.00 - 12.45 GMT

### SPECIAL SESSION 2 REIMAGINING LEADERSHIP IN SPORT: LOOKING AHEAD

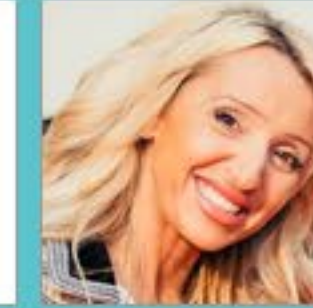


**KATIE SIMMONDS**

GLOBAL COO, SIGA  
COORDINATOR,  
#SIGAWOMEN GLOBAL  
MENTORSHIP PROGRAMME



**SARAH SOLÉMALÉ**  
SENIOR MA GOVERNANCE  
SERVICES MANAGER AT FIFA



**GRAZIELLA THAKE**

BPSYCH MPSYCH, CEO  
OPTIMISATION HUB, 2020 IWD  
LEADER OF THE YEAR 2010  
TRANSFORMATIONAL LEADER  
INTERNATIONAL SPEAKER  
DIVERSITY AND INCLUSION



**NOMSA MAHLANGU**

PRESIDENT OF THE  
FEDERATION OF AFRICA  
UNIVERSITY SPORTS (FASU),  
SENIOR DIRECTOR: UJ SPORT,  
HOUSE WARDEN: MOSHATE  
HEIGHTS, UNIVERSITY OF  
JOHANNESBURG SPORT



**MODERATOR**

**DR. TONY GHAYE**  
DIRECTOR, THE U MATTER  
HUMAN RIGHTS & WELLBEING  
PROJECT | PRESIDENT,  
INSTITUTE, SPORTS BUSINESS,  
LOUGHBOROUGH UNIVERSITY  
IN LONDON



10 MARCH 2021 | 16.00 - 16.30 GMT

### SPECIAL SESSION 3 SPORT SPONSORSHIP UNVEILED



**LISA PARFITT**  
CO-FOUNDER, THE SPACE BETWEEN



**NICHOLAS READ**  
MD OF THE VITALITY PROGRAMME



**KATIE SIMMONDS**

GLOBAL COO, SIGA  
COORDINATOR,  
#SIGAWOMEN GLOBAL  
MENTORSHIP PROGRAMME



**MODERATOR**

**DAN MANNIX**  
SENIOR ADVISOR, CSM  
NORTH AMERICA  
CSM SPORT &  
ENTERTAINMENT







# CLOSING SESSION



10 MARCH 2021 | 18.30 - 19.00 GMT

MEET OUR SPEAKER



**ANTONIA MARIE DE MEO**

DIRECTOR, UNITED NATIONS INTERREGIONAL  
CRIME AND JUSTICE RESEARCH INSTITUTE  
(UNICRI)



MEET OUR SPEAKER



**GABRIELA RAMOS**

ASSISTANT DIRECTOR-GENERAL FOR  
SOCIAL AND HUMAN SCIENCES, UNESCO



United Nations  
Educational, Scientific and  
Cultural Organization

MEET OUR SPEAKER



**FRANCO FRATTINI**

CHAIRMAN, SIGA





# REGISTER HERE

#StandWithSIGA and support the Sport Integrity Goals to secure your FREE

SIGA Web Summit on Female Leadership in Sport ticket.

All Donations appreciated and will be reinvested back into

the #SIGAWomen Global Mentorship Programme

For partnership opportunities, please contact [katie.simmonds@sigasport.com](mailto:katie.simmonds@sigasport.com)