

# PAVING THE WAY FOR SPORTS INNOVATION IN AUSTRALIA

POWER 100+ LIST. CELEBRATING AUSTRALIA'S LEADING WOMEN  
THAT ARE SHAPING THE FUTURE OF SPORTS INNOVATION.



Australian Sports  
Technologies Network  
*Powering Sports Innovation*





# Women in Sportstech across Australia 2023

**ASTN is celebrating over 100 women leading and emerging – in the areas of Sports Innovation, Sports Digital and Sports Technology across Australia in 2023.** The story of women in Sports Innovation in Australia must be a top strategic priority over the next decade towards the Brisbane 2032 Summer Olympic Games. Government and industry must work together to do more to inspire our next generation of female entrepreneurs and remove barriers.

Gender participation and executive representation of sport in Australia has been a focus of policy makers and industry; however, the representation of female founders and female executives within the fast-growth area of “Sports Innovation” (the intersection of data, digital and technology within Sports, Entertainment, Esports and Digital Health) needs greater attention, with research showing that less than five per cent of sports startups in Australia are led by women.

**Paving the way for sports innovation in Australia:** This report has been prepared by the Australian Sports Technology Network (ASTN) and supported by Women in Sports Technology (WIST) to recognise and celebrate women who are leading Sports Innovation across Australia within government, industry, sporting institutions, universities and high-performance sport within Australia.

**Methodology:** Our list of 100+ list of women that are shaping the future of sports was compiled by a combination of ASTN workshops, interviews, desktop research and conversations with executive leaders over the past 12 months of 2022-2023. ASTN has focused mostly on Australian-domiciled women working at the intersection of data, digital and technology in Australian Sports Performance, Digitisation and Sports Business.

**Acknowledgements:** Special thanks to John Persico (Board of Directors, ASTN) and Tim Kelly (Manager of Performance Research, Australian Institute of Sport), among others, for their research help.

**We invite anyone in the sportstech ecosystem to contribute to the list:** This is the first edition of the Power 100+ List. We invite anyone in the ecosystem to contribute. If you believe someone should be added – please reach out to our Communications Manager, Tara Ballard ([tara.ballard@astn.com.au](mailto:tara.ballard@astn.com.au)).

**Let’s create the world’s most innovative sportstech environment eager to #ChangeTheRatio**

Dr Martin Schlegel  
Executive Chairman  
Australian Sports Technologies Network (ASTN)

Marilou McFarlane  
Founder + CEO  
Women in Sports Tech

**ABOUT WIST:** The mission of Women in Sports Tech is to drive transformative growth opportunities for women at all stages of their careers and introduce middle and high school young women to the wide array of career paths and opportunities throughout the sports tech and innovation landscape. The goal is to be the ultimate global community of women and men that connects women at all experience levels with the business leaders who want to hire them, from internships to board seats. Learn more at [www.womeninsportstech.org](http://www.womeninsportstech.org)

**ABOUT ASTN:** The Australian Sports Technologies Network (ASTN) provide leadership in the commercialisation, development and promotion of Australian-inspired sports technologies. Established in 2012, the ASTN is an industry-led Australian eco-system of organisations with 650+ companies with a vested interest in sports technology development. This includes leading sports technologies businesses, national sporting organisations, research institutions, sports distributors & retailers, government agencies, service providers and investors. Learn more at [www.astn.com.au](http://www.astn.com.au)
















# ASTN-WiST POWER 100+ LIST

Meet Australia's leading women shaping the future of sports innovation.

GOVERNMENT AND POLICY (C-LEVEL AND SENIOR EXECUTIVES)			
LOGO	COMPANY	NAME	ROLE
 Australian Government	Australian Government	The Hon. Anika Wells MP	Minister for Sport
	Sports Integrity Australia	Naomi Speers	Chief Scientist
	Australian Sports Commission	Clare Kerr	Director, Clearinghouse for Sport
	Australian Institute of Sport	Rosie Stanimirovic	Program Lead – Gold Medal Ready Program
	Australian Institute of Sport	Nicole Townsend	National Technology Quality Assurance Lead
	Queensland Government	Nicolle Kelly	Executive Director, Sports Technology
	Brisbane 2032 Organising Committee	Natalie Cook OLY	Board Director
	Brisbane 2032 Organising Committee	Dr Sarah Kelly OAM	Various roles: <ul style="list-style-type: none"> <li>• Board Director, Brisbane 2032 Organising Committee</li> <li>• Qld Chapter Lead, Minerva Network</li> <li>• Director, Sports Diplomacy Alliance</li> <li>• Director, Brisbane Lions AFL Club</li> <li>• Associate Professor, University of Queensland</li> </ul>
	Stadiums Queensland	Angela Henderson	Group Executive, Technology Services
	Invest Victoria & Global Victoria	Danni Jarret	Chief Executive Officer
	Visit Victoria	Kelly Dickson	Director Major Events
	Victorian Government	Sarah Styles	Director, Office for Women in Sport and Recreation



## INDUSTRY SPORTS EXECUTIVES

LOGO	COMPANY	NAME	ROLE
	National Rugby League (NRL)	Kate Jones	Commissioner NRL Executive Director, Tech Council of Australia Board Member, Australian Paralympics Board
	Champion Data	Libby Owens	Chief Executive Officer
	Betfair Australia	Amy Zavros	Chief Executive Officer
	Facebook	Karen Rogers	Sports Media Partnerships Lead - Australia
	News Corp Australia	Emily Benammar	Head of Digital Sport
	Sportradar	Bianca Keel	Senior Global Executive
	Super Retail Group	Mandy Ross	Chief Information and Digital Officer
	Foxtel	Selina Cudby	Audience and Performance
	PMY Group	Emily McGrath	Executive General Manager
	JCDecaux Australia	Cristina Smart	Head of Data Innovation and Audience Insight
	Kayo Sports	Cate Hefele	Executive Director
	MKTG Sport & Entertainment	Sara Farr	Project Director
	MKTG Sport & Entertainment	Luisa Barbaro	Head Of Production



SPORTS ORGANISATIONS			
LOGO	COMPANY	NAME	ROLE
	Australian Football League (AFL)	Elisa Koch	Head of Data and Analytics
	Australian Football League (AFL)	Marija Simich	Head of Strategy
	AFL Players' Association	Claire Quartuccio	Head of Data & Insights
	National Rugby League (NRL)	Alexi Baker	Chief Customer and Digital Officer
	Tennis Australia	Tania Tandora	Head of Digital Strategy
	Basketball Australia	Jo Juler	Executive General Manager- Marketing and Digital
	Football Australia	Jen Simpson	Chief Technology Officer
	Vicsport	Lisa Hasker	Chief Executive Officer
	AusCycling	Jasmin Harrison	Digital Products and Insights Lead
	World Rugby	Fran Vavallo	Head of Digital Business Development
	Sydney Flames Hoops Capital / Wollemi Capital Group	Victoria Denholm	President
	Swimming Australia	Jess Corones	Swimming Insights
	Surfing Australia	Joanna Parsonage	Research & Innovation Manager
	Golf Australia & PGA of Australia	Kirsty Wrice	Digital Content Manager
	National Basketball League	Vicha Supriyanto	Digital Partnerships
	Paralympics Australia	Angela Terkes	General Manager, Commercial & Marketing General Manager
	Cricket Australia	Annie Clare	Customer Data Strategy
	Women In Sport WA	Karen Hennessy	Founder



## ENTREPRENEURS AND FAST GROWTH COMPANIES

LOGO	COMPANY	NAME	ROLE
	DMC Sport	Louise Gale	Chief Executive Officer
	NETFIT Netball	Sarah Wall	Chief Executive Officer
	Ida Sports	Laura Youngson	Chief Executive Officer
	Real Serious Games	Karen Sanders	Co-Founder & GM
	Zena Sport	Donna Johnson	Co-Founder
	Evolt IoH	Kelly Weideman	Co-Founder
	Cipher Sports Technology	Katie Prowd	Co-Founder
	Fempro Armour	Stephanie Bofinger	Chief Executive Officer
	Make Sport	Isabel Flindt	Program Director
	Splink	Sue Robson	Founding CEO
	Peak Preparation	Sacha Fulton	CEO
	Prism Neuro	Elizabeth McGrath	CEO
	Forethought Consulting	Elaine Tor	Founder
	Loup	Gabrielle Kurdyla	Analytics and Insight Manager
	revolutioniseSPORT	Teresa Simonetti	Digital Director
	Catapult Sports	Clarice Trevisan	User Experience










	Aura	Sam Yee	Chief Product Officer
	SCORZ	Janet Gibson	Chief Executive Officer
	Albion Sports Technology	Louise Lorkin	Director
	Player Armour	Rhiannon Green	Chief Executive Officer
	STATS Perform	Madeleine Chick	Cricket Data Executive
	Better Events VR	Ingrid Proud	Also part of Brisbane 2032 Legacy Committee Advisory Board Member – Queensland XR Hub
	InspireTek	Annie Flamsteed	Founder
	Nicco Global	Richelle Nicols	Founder



UNIVERSITIES			
LOGO	COMPANY	NAME	ROLE
	Swinburne University	Professor Emma Sherry	Director, Centre for Sports Innovation
	Deakin University	Dr Lyndell Bruce	Senior Sports Lecturer
	Edith Cowan University	Sophia Nimphius	Professor of Human Performance
	University of Wollongong	Julie Steele	Professor of Biomechanics
	University of Western Australia	Jacqueline Alderson	Professor, Tech Director - UWA Munderoo Tech & Policy Lab
	Griffith University	Dr Caroline Riot	Director, Games Partnerships and Engagement
	Griffith University	Clare Minahan	Research Lead, Female Performance and Health Initiative
	Griffith University	Stefanie Feih	Deputy Head of School (Research)
	Australian Catholic University	Louise Burke	Exercise and Nutrition Research Program
	Queensland University of Technology (QUT)	Emily Rosemond OLY	Director, Sport








	Queensland University of Technology (QUT)	Kerrie Mengersen	QUT Centre for Data Science
	Australian Catholic University	Shona Halson	Recovery Expert
	Central Queensland University	Melanie Hayman	Female Athlete Expert
	QUT	Kath O'Brien	Technology and Sporting Officials
	Deakin University	Amelia Carr	Physical Performance Researcher
	University of Canberra	Kate Pumpa	Discipline Lead, Sport and Exercise Science
	Victoria University	Alice Sweeting	Data Analytics









<b>HIGH PERFORMANCE SPORT</b>			
<b>LOGO</b>	<b>COMPANY</b>	<b>NAME</b>	<b>ROLE</b>
	Queensland Academy of Sport	Megan Shephard	Senior Research Partnerships
	Australian Sailing	Amanda FitzGerald	High Performance
	Volleyball Australia	Vasanta Iyer	High Performance Operations Manager
	Wests Tigers Rugby League	Emma Petancevski	Pathways Sport Scientist
	North Melbourne Football Club	Lauren Boothby	Strategy Data Analyst
	Essendon Football Club	Emily-Rose Blake	Analyst/Skill Acquisition
	Fremantle Dockers	Hannah Jachmann	Head of Data and Insights
	Paddling Australia	Kim Crane	National Performance Director
	Australian Institute of Sport	Clare Humberstone	Performance Pathways Scientist
	Australian Institute of Sport	Alison Alcock	National Lead in Performance Analysis
	Australian Institute of Sport	Elissa Phillips	National Lead in Biomechanics
	Athletics Australia	Emma Millett	Biomechanist and Performance Analyst



	Australian Institute of Sport	Peta Maloney	Manager of the REST Hub (Recovery, Environment, Sleep and Travel)
	South Australian Sports Institute	Keren Faulkner	Performance Services Manager
	South Australian Sports Institute	Sian Barris	Skill Acquisition Specialist
	Victorian Institute of Sport	Anne-Marie Harrison	Chief Executive Officer
	Victorian Institute of Sport	Sylvie Withers	Innovation & Research Project Manager
	QAS	Alex Roberts	Talent Identification, Skill Acquisition and Coaching Consultant
	QAS	Rebecca Pahl	Performance Scientists
	QAS	Katie McGibbon	Senior Physiologist
	QAS	Courtney Porter	Movement Scientist
	QAS	Chantelle du Plessis	Performance Scientist
	QAS	Emily Nicol	Performance Scientist
	WAIS	Laura Piromalli	Performance Services
	NSWIS	Amy Woods	Physiologist



## EMERGING LEADERS - GOVERNMENT AND POLICY

LOGO	COMPANY	NAME	ROLE
 AIS	Australian Institute of Sport	Amy McCann	Digital Content & Social Media Adviser
 AIS	Australian Institute of Sport	Kate Hogden	Technology Lead - Software
 AIS	Australian Institute of Sport	Xin Cai	Data Engineer
 AIS	Australian Institute of Sport	Rachel Harris	Female Performance and Health Initiative
 AIS	Australian Institute of Sport	Miranda Menaspa	Female Performance and Health Initiative
 NSW Office of Sport	NSW Office of Sport	Juanita Weissensteiner	Pathways and Development