



SIGAWOMEN - SIGAWOMEN - SIGAWOMEN

2025

8 APRIL

10:00 - 17:00



SIGAWOMEN - SIGAWOMEN - SIGAWOMEN

[Event Guide](#)

SIGA SUMMIT

ON FEMALE LEADERSHIP IN SPORT

↘ Dubai Edition

Mastercard HQ, Al Falak Street, Dubai Media City

Hosting Partner



Official Partner



Hotel Partner



GENEVA

|

WASHINGTON DC

|

LISBON

|

SÃO PAULO



JOIN THE MOVEMENT OF CHANGE MAKERS

LEAVE YOUR LEGACY

Create the Next Generation of Female Leaders in Sport!



SIGA SUMMIT ON FEMALE LEADERSHIP IN SPORT ↘ **Dubai Edition**

Hosting Partner



Official Partner



Hotel Partner

SIRO

↘ **8 APRIL 2025**

X @SIGAlliance

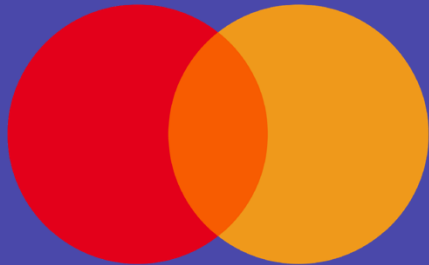
Instagram @sigalliance

Email info@siga-sport.com



SUMMIT PARTNERS

Hosting Partner



Official Partner



Hotel Partner





SUMMIT AGENDA

10:00 - 10:30 | Welcome & Networking

10:30 - 10:45 | Official Opening Session

10:45 - 11:00 | Keynote & Fireside Chat | Sport UAE: Shaping the Future

11:00 - 11:40 | Panel 1 | Women at the Helm: Gender Equity, Governance & Cultural Change

11:45 - 12:15 | Panel 2 | The Value Proposition: Unlocking the Commercial Power of Women's Sports

12:15 - 12:30 | KEYNOTE | Beyond the Game: Driving Ambition for Saudi Women in Sports

12:30 - 13:10 | Panel 3 | Mentorship Matters: Spotlight on SIGAWomen

13:10 - 14:10 | Networking Lunch

14:10 - 14:40 | Panel 4 | Sport & Sustainability: Creating Legacies

14:40 - 14:45 | Breaking Barriers: Fireside Chat

14:45 - 15:25 | Panel 5 | Athletes with a Purpose

15:25 - 15:30 | KEYNOTE | Accelerating Entrepreneurialism for Women in the UAE

15:30 - 16:10 | Panel 6 | Allies: Agents of Change

16:10 - 16:15 | Keynote: Achievement for the UAE Badminton Federation

16:15 - 16:30 | Official Closing Session

16:30 - 17:00 | SIGAWomen Sunset Lounge (rooftop)

PARTICIPATING ORGANIZATIONS





SUMMIT MASTERS OF CEREMONIES



↘ Amy Gillingham

FIRST FEMALE COMMENTATOR IN UAE,
SAUDI PRO LEAGUE
SIGAWOMEN GLOBAL MENTOR
MORNING MC



↘ Sara Essa

SPORTS PRESENTER & COMMENTATOR |
SIGAWOMEN GLOBAL MENTOR
AFTERNOON MC

→ 10:00 - 10:30 | Welcome & Networking



10:30 - 10:45 | OFFICIAL OPENING SESSION



↘ Mona Elsaka

VICE PRESIDENT GLOBAL SPONSORSHIPS, MASTERCARD | SIGAWOMEN GLOBAL MENTOR



↘ Katie Simmonds

GLOBAL CHIEF COMMERCIAL OFFICER, SIGA CHAIR, SIGAWOMEN



↘ Emanuel Macedo de Medeiros

CO-FOUNDER & GLOBAL CEO, SIGA CHAIRMAN & CEO, SIGA AMERICA CHAIRMAN & CEO, SIGA LATIN AMERICA EXECUTIVE CHAIRMAN, SIGA EUROPE

10:45 - 11:00 | Keynote & Fireside Chat | Sport UAE: Shaping the Future



↘ HE Dr. Mariam Matar Md. PhD

FOUNDER, UAE GENETIC DISEASES ASSOCIATION



Moderator

↘ Jessica Smith OAM

PARALYMPIAN SIGAWOMEN COUNCIL MEMBER & GLOBAL MENTOR



→ 11:00 - 11:40 | Panel 1

↘ Women at the Helm: Gender Equity, Governance & Cultural Change

Good Governance in Sport is a fundamental pillar of SIGA's reform agenda in the field of Sport Integrity. It is widely known that good governance equals better business, leading to a more inclusive, sustainable, and prosperous industry. Diversity of thought leads to better decision-making and innovation, yet the Sport industry is way behind corporate international standards in this regard. This panel shines a light of women at the helm of the sports industry and the inspirational work they are leading to effect gender equity, governance and cultural change.



↘ Daniela Baumann

ENTREPRENEUR, SPEAKER, AUTHOR AND FOUNDER, WOMEN LEADERS CLUB DUBAI



↘ Budreya Faisal

FOUNDER, BANAAT FC



↘ Katie Simmonds

GLOBAL CHIEF COMMERCIAL OFFICER, SIGA CHAIR, SIGAWOMEN



↘ Sally Clark

SENIOR LEGAL COUNSEL - INTEGRITY & REGULATORY, INTERNATIONAL CRICKET COUNCIL



Moderator

↘ Moonira Ramathula

FOUNDER & CHAIRPERSON, FUTBALLING GIRLS, NPO SIGAWOMEN GLOBAL MENTOR



→ 11:45 - 12:15 | Panel 2

↘ The Value Proposition: Unlocking the Commercial Power of Women's Sports

Commercializing the Women's Game, from a brand, sport rights holders, broadcaster or sport marketing perspective is vital to continue the financial trajectory of women's sport. Increased media attention for female athletes and the rise of women's sport should translate to sponsorship and more support for female athletes. Is this the case? This panel addresses the value proposition of women's sport, opportunities as well as overcoming the challenges faced. Tune in as we explore how to close the gender gap when it comes to commercializing the entire sport industry, in terms of accessibility, economics, airtime, media coverage, sponsorship and fans. Do not miss this session!



adidas®

↘ Eugene Karasev

SENIOR BRAND DIRECTOR MIDDLE EAST, NORTH AFRICA & CIS COUNTRIES, ADIDAS



↘ Mona Elsaka

VICE PRESIDENT GLOBAL SPONSORSHIPS, MASTERCARD | SIGAWOMEN GLOBAL MENTOR



TALES & HEADS

Moderator

↘ Lisa King

CO-FOUNDER, TALES & HEADS

→ 12:15 – 12:30 | KEYNOTE

↘ Beyond the Game: Driving Ambition for Saudi Women in Sports



↘ Cynthia Karam

SENIOR DIRECTOR OF PUBLIC AFFAIRS, COMMUNICATIONS & SUSTAINABILITY ME, THE COCA-COLA COMPANY



→ 12:30 - 13:10 | Panel 3

➤ Mentorship Matters: Spotlight on SIGAWomen

In 2018, SIGA set in motion a worldwide, action-orientated global mentorship programme, designed to encourage and promote future female leaders in Sport and foster greater diversity within the Sporting industry, as enshrined by the SIGA Universal Standards on Good Governance in Sport. Empowering women, forging career pathways, enabling personalised knowledge exchange, and facilitating strategies to help develop the next generation of leaders, the #SIGAWomen Global Mentorship Programme is going from strength to strength in its 7th cycle, mobilising 300 women globally. This panel showcases the #SIGAWomen programme and is a call to action for others to join and play a leading role in shaping the next generation of female leaders.



SYSTEMIC LOGIC

➤ Audrey Mothupi-Palmstierna

CHIEF EXECUTIVE OFFICER, SYSTEMICLOGIC GROUP
SIGAWOMEN COUNCIL MEMBER & GLOBAL MENTOR



JS
JESSICA SMITH

➤ Jessica Smith OAM

PARALYMPIAN | SIGAWOMEN COUNCIL MEMBER & GLOBAL MENTOR



➤ Marta Pires Pinheiro

SPORTS LEGAL ADVISOR & CONSULTANT | 2024 SIGAWOMEN MENTEE



➤ Sylvie Vermeersch

SENIOR VICE PRESIDENT, FRANCHISE, EASTERN EUROPE,
MIDDLE EAST AND AFRICA, MASTERCARD



➤ Viktoria Slavkova

ADVISORY BOARD MEMBER, SIGA EUROPE
SIGAWOMEN COUNCIL MEMBER



Moderator



➤ Amy Gillingham

FIRST FEMALE COMMENTATOR IN UAE, SAUDI PRO LEAGUE
SIGAWOMEN GLOBAL MENTOR



→ 13:10 - 14:10 | Networking Lunch

→ 14:10 - 14:40 | Panel 4

↘ Sport & Sustainability: Creating Legacies

Sustainability is increasingly part of corporate social responsibility for all industries and is part of good governance. Sport and business can lead the way in changing the rules of the game to ensure a more sustainable and equitable future that includes not just greener environments but an industry with gender equity at the heart. This session showcases the sports rights holders and sponsors that are innovating a sustainable sports industry. What are the most pressing challenges ahead? How can we break down old mentalities and change habits? How do we drive sustainable cultural change with female leadership engrained in internal structures. Tune in to find out more!



↘ Georges El Hajj

SENIOR DIRECTOR SUSTAINABLE FINANCE, EMIRATES NBD



↘ Aarti Dabas

CHIEF MEDIA OFFICER, FORMULA E HOLDINGS



↘ Jess Simnett

CHIEF OPERATION OFFICER, ALLIANCE FOOTBALL



Moderator

↘ Rebecca Dance – Shuker

LEADER IN SPORTS BUSINESS, SOCIAL IMPACT, SUSTAINABILITY, PARTNERSHIP DEVELOPMENT AND GROWTH IN MIDDLE EAST AND APAC SPORTS MARKETS, MESBN | SIGAWOMEN GLOBAL MENTOR



→ 14:40 - 14:45 | Breaking Barriers: Fireside Chat



↘ Amenah
AlMuhairi (Moon)
EMIRATI SNOWBOARDING TRAILBLAZER



↘ Katie Simmonds
GLOBAL CHIEF COMMERCIAL OFFICER, SIGA
CHAIR SIGAWOMEN

→ 14:45 – 15:25 | Panel 5

↘ Athletes with a Purpose

The power of athletes to move the needle on pressing social issues to create a positive change, both on and off the field, is a force that is unrivalled. Athletes, embodying the values of sport such as fair play, teamwork, respect, and honesty, can fight social injustices, dismantle stereotypes, and create a more level playing field, in all aspects of life.

This special session celebrates the careers of athletes and coaches and how they using their platforms to raise the profile of women’s sport globally. Get ready to be inspired!



↘ Atiqa Asif Mir
RISING MOTORSPORT STAR, F1 ACADEMY DRIVER



↘ Amna Al Haddad
EMIRATI WEIGHTLIFTER AND ATHLETE



↘ Dawn Venturas
HEAD COACH, TEAM SAUDI PARALYMPIC SWIMMING



Moderator
↘ Dawn Barnable
WOMEN’S SPORTS JOURNALIST | FOUNDER, THE METTLESET
SIGAWOMEN GLOBAL MENTOR



→ 15:25– 15:30 | KEYNOTE | Accelerating Entrepreneurialism for Women in the UAE



↘ Damir Valeev

CEO, INTERNATIONAL SPORTS & ENTERTAINMENT ZONE

→ 15:30 - 16:10 | Panel 6

↘ Allies: Agents of Change

To improve gender balance in the board room, it is not only up to women to push for leadership. Men also have a major role to play in changing the needle and creating more opportunities for female leadership in sport. What can and should they do? How do we bring more male champions on board? What wider societal shifts need to happen? How do we make the conversation more mainstream and avoid talking to ourselves? Keeping the conversation continues outside of safe spaces, this panel will celebrate the progressive male leaders that are making intentional choices to move from words to tangible actions to instigate diversity and inclusion in Sport.



↘ Ahmed Abdel Karim

EXECUTIVE VICE-PRESIDENT MARKETING & COMMUNICATIONS EEMEA, MASTERCARD



↘ Emanuel Macedo de Medeiros

CO-FOUNDER & GLOBAL CEO, SIGA
CHAIRMAN & CEO, SIGA AMERICA
CHAIRMAN & CEO, SIGA LATIN AMERICA
EXECUTIVE CHAIRMAN, SIGA EUROPE



↘ Manu Singh

ASSOCIATE DIRECTOR - SALES AND SPONSORSHIPS, MODON



Moderator

↘ Sara Essa

SPORTS PRESENTER & COMMENTATOR | SIGAWOMEN GLOBAL MENTOR



→ 16:10 - 16:15 | **Keynote:** Achievement for the UAE Badminton Federation



↘ HE Noura Aljasmi

PRESIDENT UAE BADMINTON FEDERATION | EXECUTIVE BOARD OLYMPIC COUNCIL OF ASIA |
NOC BOARD MEMBER | VICE PRESIDENT, AISA BADMINTON | AL-NASR CLUB BOARD MEMBER

→ 16:15 - 16:30 | **OFFICIAL CLOSING SESSION**



↘ Katie Simmonds
CHAIR, SIGAWOMEN



↘ Emanuel Macedo de Medeiros
CO-FOUNDER & GLOBAL CEO, SIGA
CHAIRMAN & CEO, SIGA AMERICA
CHAIRMAN & CEO, SIGA LATIN AMERICA
EXECUTIVE CHAIRMAN, SIGA EUROPE

→ 16:30 - 17:30 | **SIGAWomen Sunset Lounge** (rooftop)



↘ Sabrina Terence
DJ, ARTIST, MEDIA PERSONALITY



Why do we need to Kick Start Change?



Since 2019, SIGA has conducted an independent research into the percentage of women's representation at the highest executive organs of the 32 international federations recognised by the International Olympic Committee.

Female Representation on Executive Organs of International Federations Evolution Since 2019



OUT OF THE **206** IOC MEMBER NOCS, THERE ARE ONLY **24** NOCS THAT ARE PRESIDED BY WOMEN.

THIS REPRESENTS A MERE 11.65% OF THE TOTAL.



504



365
MALE
MEMBERS



139 (27.6%)
FEMALE
MEMBERS

23

Number
of Female
Vice Presidents

5

Number
of Female
Secretary Generals



SIGAWomen Mentorship Programme



The **SIGAWomen Global Mentorship Programme** connects young professionals and emerging leaders with experienced mentors from the sports industry, providing them with guidance, support, and opportunities to develop their skills and networks.

To date **SIGAWomen** has delivered global mentorship to +350 aspiring female leaders **worldwide**. In 2024 SIGA connected 150 female leaders through its global mentorship programme from **32 countries**. The 6th cycle aims to double the impact!

Teaching vital leadership skills and creating invaluable experiences, the **8-month program** offers prospective mentees the opportunities to forge relationships with women that have trodden the leadership path, with a combination of group as well as bilateral digital sessions on topics including:

- Athlete Career Transitions
- Good Governance
- Personal Branding & Networking
- Goal Setting
- Sexual Harassment & Discrimination
- Leadership & Integrity
- Male Champions
- Unconscious Bias Training



Alejandra Salmerón García

Senior Legal Counsel, Fédération Internationale de l'Automobile (FIA)



Jennifer Ziemer

Director Global Sponsorships, Mastercard



Clementine Painter

Director Strategic Planning Europe - Purpose & Sustainability, adidas



Amanda Vandervort

President, USL Super League



Alexandra Gómez Bruinewoud

Senior Legal Counsel, FIFPRO



Sarah Solemale

Senior MA Governance Services Manager, ECA



Ytannia Wiggins

Executive Board Member, CANOC Director, The Barbados Olympic Association



Reyna Marely Flores-Martinez

FIFA Women's Tournaments Manager, Senior Project Manager, Senior Event Manager, Venue Manager, Head of Operations





SAVE THE DATE - SAVE THE DATE

2025

12 MAIO

14:00 - 20:00



SAVE THE DATE - SAVE THE DATE

SIGA SUMMIT

ON **FEMALE LEADERSHIP IN SPORT**

↘ **Brazil Edition**

#SIGAWomen

Parceiro Anfitrião

PINHEIRONETO

ADVOGADOS





SIGA SPORT INTEGRITY JOURNAL

The touchstone publication for all **Sport Stakeholders** interested in protecting and promoting **Sport Integrity**

[Click Here!](#)



LEADING THE WAY FOR **SPORT INTEGRITY** WORLDWIDE



SIGA SUMMIT ON FEMALE LEADERSHIP IN SPORT ▾ Dubai Edition



▾ **8 APRIL 2025**

X @SIGAlliance

IG @sigalliance

✉ info@siga-sport.com