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Event Guide

#SIGAWomen

Brazil Edition

SIGA SUMMIT ON FEMALE LEADERSHIP IN SPORT

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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 Brazil Edition

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12 MAY 2025

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SUMMIT PARTNERS

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SUMMIT AGENDA

14:00 - 14:30 | WELCOME & NETWORKING

14:30 - 14:50 | OPENING SESSION

14:50 - 15:30 | PANEL 1 – WOMEN LEADING THE CHANGE: GOVERNANCE AND TRANSFORMATIVE LEADERSHIP IN SPORT

15:30 - 16:10 | PANEL 2 - #SIGAWOMEN CHANGING THE GAME: DEVELOPING LEADERS THROUGH MENTORSHIP

16:10 - 16:20 | FIRESIDE CHAT- THE STORY BEHIND A LEGACY: PRESERVATION AND PERPETUATION

16:20 - 17:00 | PANEL 3 - THE FIELD IS THEIRS: THE IMPACT OF WOMEN'S COMPETITIONS

17:20 - 18:00 | PANEL 4 - FIFA WOMEN'S WORLD CUP 2027: PUBLIC POLICIES, LEGACY, TRANSFORMATION, AND OPPORTUNITIES FOR WOMEN'S SPORTS

18:00 - 18:20 | FIRESIDE CHAT - BREAKING BARRIERS TOGETHER: THE ROLE OF MALE ALLIES ON GENDER EQUITY

18:20 - 19:00 | PANEL 5 – BUSINESS WITH PURPOSE: HOW BRANDS CAN CONTRIBUTE TO THE FUTURE OF WOMEN IN SPORTS

19:00 - 19:20 | CLOSING SESSION

PARTICIPATING ORGANIZATIONS



→ 14:00 - 14:30 | OPENING SESSION



PINHEIRONETO
ADVOGADOS

→ Cristianne
Saccab Zarzur

PARTNER, PINHEIRO NETO ADVOGADOS



→ Emanuel
Macedo de Medeiros

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



→ Katie Simmonds

GLOBAL CHIEF COMMERCIAL OFFICER, SIGA
CHAIR, SIGAWOMEN

SUMMIT MASTER OF CEREMONIES



→ Renata Loures

TV PRESENTER, RECORD NEWS

→ 14:50 – 15:30 | Panel 1

Women Leading The Change: Governance and Transformative Leadership in Sport

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 leads to 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, focusing on the challenges together with the opportunities and benefits of transformation. Tune in to hear more about the inspirational work they are leading to effect gender equity, governance and cultural change.



KROLL

Chantal Pillet

ASSOCIATE MANAGING DIRECTOR, KROLL ASSOCIATES |
MEMBER, SIGAWOMEN COUNCIL



Graciela Garay

COMPLIANCE DIRECTOR, CONMEBOL



Katie Simmonds

GLOBAL CHIEF COMMERCIAL OFFICER, SIGA
CHAIR, SIGAWOMEN



Mariana Chamelette

VICE-PRESIDENT, TRIBUNAL DE JUSTIÇA DESPORTIVA
DO FUTEBOL PAULISTA



Moderator

André Megale

DIRECTOR OF GOVERNANCE AND INTEGRITY, SIGA LATIN AMERICA

Keynote Speaker



Amanda Vandervort

PRESIDENT, USL SUPER LEAGUE;
MEMBER, SIGAWOMEN COUNCIL & GLOBAL MENTOR

15:30 – 16:10 | Panel 2

SIGAWomen Session - #SIGAWomen Changing The Game: Developing Leaders Through Mentorship

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.



Cecilia Perez Rivas

FORMER MINISTER OF SECURITY AFFAIRS, PRESIDENCY OF THE REPUBLIC OF PARAGUAY | MEMBER, SIGAWOMEN COUNCIL



Jaqueline Oliveira

COMPLIANCE COORDINATOR, SÃO PAULO FUTEBOL CLUBE (SPFC) | MENTOR, SIGAWOMEN



Maria Vianna

GENERAL DIRECTOR OF CLIENT SERVICE, OCTAGON LATAM | MENTOR, SIGAWOMEN | MEMBER, SIGA



Moderator

Christina Massis

BOARD MEMBER YOUTH WOMEN'S FOOTBALL, SÃO PAULO FUTEBOL CLUBE (SPFC) | MENTOR, SIGAWOMEN

→ 16:10 – 16:20

↗ Fireside Chat - The Story Behind A Legacy: Preservation And Perpetuation

The fireside chat is a space dedicated to the spontaneous and accessible exchange of ideas, offering the audience the opportunity to connect with the discussion in a personal and dynamic way. In this session, Flavia Arantes do Nascimento will discuss the legacy of King Pelé, her father. The conversation will highlight key aspects of his football career, the challenges of preserving his memory, and how his values continue to inspire generations and are relevant to empowering women and girls in sport.



↗ Flavia Arantes do Nascimento

ADVISOR, HOSPITAL PEQUENO PRÍNCIPE
MENTOR, SIGAWOMEN



↗ Marília Ruiz

JORNALISTA, APRESENTADORA E
COMENTARISTA BAND E PARAMOUNT+

→ 16:20 – 17:00 | Panel 3

→ The Field Is Theirs: The Impact of Women's Competitions

In recent years, women's competitions have gained prominence in the global sports scene, attracting new audiences, sponsors, and investments, as well as capturing the interest of broadcasters. In this panel, our experts will discuss how these factors have driven the visibility of women's competitions, contributing to their strengthening and professionalization. The discussion will also address the challenges of consolidating these competitions, from structuring to valuing the product and increasing fandom to translate to commercial revenue. Tune in gage the latest trends and challenges facing women's sports and the opportunities they present. Not to be missed!



→ Cris Gambaré

TECHNICAL COORDINATOR OF WOMEN'S NATIONAL TEAMS,
CONFEDERAÇÃO BRASILEIRA DE FUTEBOL (CBF)



→ Cristiane Kajiwara

PRESIDENT, CONFEDERAÇÃO BRASILEIRA DE
FUTEBOL AMERICANO E FLAG FOOTBALL



→ Kin Saito

EXECUTIVE DIRECTOR OF WOMEN'S FOOTBALL,
FEDERAÇÃO PAULISTA DE FUTEBOL (FPF)



→ Paula Ojeda

EQUITY AND GENDER MANAGER, ASOCIACIÓN DEL
FÚTBOL ARGENTINO (AFA) | MENTOR, SIGAWOMEN



Moderator

→ Camila Moraes

DIRECTOR, RECORD NEWS
MENTOR, SIGAWOMEN

→ Keynote Speaker



→ Valéria Sorrentino

HEAD OF ARRIVALS & DEPARTURES FIFA WORLD CUP 2026
| MENTOR, SIGAWOMEN

→ 17:20 – 18:00 | Panel 4

→ FIFA Women's World Cup 2027 : Public Policies, Legacy, Transformation, And Opportunities For Women's Sports

For the first time in 2027, Brazil is the host nation of the FIFA Women's World Cup! With the stage of women's football set in the country, this presents a major opportunity to drive public policies, solidify the country in the landscape of major competitions, promote transformations, and expand opportunities for women's football. In this panel, the speakers will address the necessary measures to ensure a sustainable legacy for women in Brazilian football, positively impacting all sports. The World Cup can potentially reshape perceptions of women's roles in sports and society, inspiring new generations, breaking stereotypes, and increasing public and media interest in women's football. Tune in to find out more!



→ Camila Estefano

GENERAL MANAGER, EM BUSCA DE UMA ESTRELA | PRESIDENT, INSTITUTO BRASILEIRO DE FUTEBOL FEMININO | MENTOR, SIGAWOMEN



→ Milene Domingues

AMBASSADOR, CORINTHIANS FUTEBOL FEMININO



→ Olga Bagatini

COORDINATION, ADVOCACY AND PARTNERSHIPS FOR SPORT AND GENDER EQUALITY, UN WOMEN BRAZIL | MENTOR, SIGAWOMEN



→ Roberta Michel

WOMEN'S SOCCER SPECIALIST | LICENSED FIFA PLAYER AGENT, AGENCIA 021 SOCCER | MENTOR, SIGAWOMEN



Moderator

→ Bianca Molina

REPORTER, TNT SPORTS BRASIL

→ 18:00 – 18:20

↘ Fireside Chat - Breaking Barriers Together: The Role Of Male Allies On Gender Equity

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. Thank you allies!



↘ Mauro Silva

VICE-PRESIDENT,
FEDERAÇÃO PAULISTA DE FUTEBOL (FPF)



↘ Roberto Armelin

EXECUTIVE DIRECTOR ESG, RISK AND COMPLIANCE,
SÃO PAULO FUTEBOL CLUBE (SPFC)
MEMBER, SIGA LATIN AMERICA



Moderator

↘ Katie Simmonds

GLOBAL CHIEF COMMERCIAL OFFICER, SIGA
CHAIR, SIGAWOMEN

➤ 18:20 – 19:00 | Panel 5

➤ Business with Purpose: How Brands Can Contribute To The Future Of Women In Sports

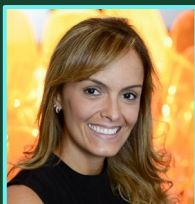
Commercializing the Women's Game, from a brand, sport rights holders, broadcaster or sport marketing perspective is vital to continue the financial trajectory of women's sport. Increased media attention for female athletes and the rise of women's sport should translate to sponsorship and more support 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. The future is female!



havaianas

➤ Ana Helena Szasz Barone

SALES EXCELLENCE DIRECTOR,
ALPARGATAS S.A.



➤ Loraine Ricino

CMO - CHIEF MARKETING OFFICER,
BRAZILIAN PARALYMPIC COMMITTEE (CPB)



➤ Marina Fagali

SENIOR PUBLIC RELATIONS MANAGER, CHILLIZ
MENTOR, SIGAWOMEN | MEMBER, SIGA



PINHEIRONETO
ADVOGADOS

Moderator

➤ Natalia Lugero

PARTNER, PINHEIRO NETO ADVOGADOS
MENTOR, SIGAWOMEN

→ 19:00 – 19:20 | CLOSING SESSION



PINHEIRONETO
ADVOGADOS

→ André
Santa Ritta

PARTNER, PINHEIRO NETO ADVOGADOS



→ Emanuel
Macedo de Medeiros

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



→ Katie Simmonds

GLOBAL CHIEF COMMERCIAL OFFICER, SIGA
CHAIR, SIGAWOMEN

→ 19:20 – 20:30 | CHAMPAGNE TOAST & NETWORKING



LEADING THE WAY FOR **SPORT INTEGRITY** WORLDWIDE



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