

GENEVA | WASHINGTON DC | LISBON | SÃO PAULO | DUBAI



SIGA
AMERICA

WASHINGTON DC

INTRODUCING

SIGA AMERICA

Advisory Board

2025 — 2027



Leading the way
for Sport Integrity

X @SIGAlliance

@sigalliance

info@sigasport.com



Foreword

↓ Emanuel Macedo de Medeiros

Co-Founder & Global CEO

In every generation, Sport has been a mirror that reflects who we are and a challenge to become who we aspire to be. It has united us across divides, sparked hope in times of struggle, and reminded us of the values that endure: fairness, perseverance, respect and integrity.

Today, at a time when trust in our institutions is being tested like never before, and as the landscape of Sport is evolving at an unprecedented pace, SIGA AMERICA is proud to take a bold step forward. We are announcing the new Advisory Board for the 2025–2027 cycle, a pivotal moment in our shared mission.

This is not just another announcement. This is a **call to action**.

The composition of this dynamic and diverse Advisory Board sends a clear message. It is a gathering of leaders - visionaries, disruptors, and trailblazers - from every sector of Sport. From the courts of the Boston Celtics to the pitches of Major League Soccer, from the ranks of the NCAA to the boardrooms of Wasserman and to the world of social impact innovators, like Peace Players, Shine Shout, Athletes Unlimited, among others, we are uniting voices, perspectives, and skillsets that span the full spectrum of Sport.

These are not just figureheads. These are individuals with world-class expertise, battle-tested experience, and, above all, an unwavering commitment to the vision we share: that Integrity in Sport is non-negotiable.

And what a vision it is!

As we set our sights on the 2026 FIFA World Cup - the first to be hosted across three nations: the United States, Mexico, and Canada - we find ourselves on the cusp of something historic. The

passion, the investment, the global attention and enthusiasm surrounding Sport in North America has never been greater. Stadiums are filling, sponsorships and broadcasting/steaming deals are flourishing, and the world's eyes are fixed on our region like never before.

But with that spotlight comes a profound responsibility.

With growth comes risk. The financial successes, the booming sponsorships, the global fanbase - all of these are threatened by deeper challenges. From financial misconduct to governance failures, from match-fixing scandals and recurrent incidents of moral, physical and sexual abuses the growing dark cloud of sports betting fraud and match-fixing - the signals and the warnings are loud and clear. **Integrity cannot be an afterthought. It must be our foundation.**

That's why our priorities for this cycle are bold, and they are necessary.

SIGA AMERICA is focused on:

- **Placing Sport Integrity at the Podium:** We will elevate the importance of integrity in Sport by championing the adoption of the SIGA Universal Standards on Sport Integrity, promoting greater transparency, accountability, and independent scrutiny through our Independent Rating System (SIRVS) and the Sport Transparency Index.
- **Safeguarding Sports Betting Integrity:** We will promote enhanced regulation, prevent match-fixing, and deliver training, education, and capacity-building across the sports ecosystem. Together, we will make Sport safer, fairer, and more trustworthy.

- **Championing Diversity, Inclusion and Athlete Engagement:** We will not backtrack on our commitment to promote a more diverse and inclusive world of Sport. On the contrary, we are doubling down. We firmly believe that diversity and inclusion are not optional - they are essential to the integrity and vitality of sport. We will also empower athletes to become leaders in integrity and champions of our collective cause. Their voices, rights, and responsibilities will be at the heart of our mission, and will help us to pave the way towards a stronger culture of trust, respect, and social responsibility.
- **Harnessing Innovation & Digital Engagement:** We will focus on the next generation of integrity leaders, empowering youth and ensuring they have the tools, knowledge, and platforms to become champions for change.
- **Ensuring Leadership Across the Sports Business:** We will hold sponsors, broadcasters, tech partners, and commercial partner accountable for fostering a culture of integrity. Their investments go beyond billions - they invest their very reputation. In 2025, the world will no longer accept the "what's in it for me?" mindset. The days of sponsoring events, sports bodies, or athletes based only on visibility or short-term returns are behind us. The world expects, and demands, more - and so do we. Remaining a passive bystander is not an option. It is their responsibility to lead by example, fully embracing their role in advancing Sport Integrity. This means not only supporting our vision, but actively championing and driving it forward, with purpose, accountability and unwavering commitment.

- **Forging Strategic Collaborations:** We will bring together leagues, brands, academic institutions, civil society, and more to create systemic, lasting change - united by the belief that Sport can be a force for good.

But this journey - this monumental mission - cannot be achieved alone.

That is why I extend my deepest thanks to our Co-Chairs, Sandra Lopez and James Parker, for their leadership, vision, and steadfast commitment, and every member of the SIGA AMERICA Advisory Board for their invaluable contributions. Their passion for Sport, wisdom and dedication are send a powerful message to the entire sports ecosystem: **Integrity matters**, and leadership begins with action.

Now, I turn to you. To the leagues and federations. To the clubs, athletes, sponsors, broadcasters, investors, civil society, and academic institutions.

I call on you. Join us. Engage with SIGA AMERICA. Stand with us. Be part of a movement that is raising the bar on governance, integrity, transparency, and ethical leadership in Sport.

This is your moment to lead. Your moment to act. Your moment to stand for something **bigger** than the game.

Together, we can make the difference. Together, we can ensure Sport's long-term, sustainable development. Together, we can - and will - secure its future.



James Parker
Senior Vice President, General Counsel, Boston Celtics

CO-CHAIR



Sandra Lopez
CEO & Founder, AMBI Ventures

CO-CHAIR



Carla Giovannetti Dodds
Chief Marketing Officer, Aaron's

MEMBER



Dan Mannix
Co Founder & Managing Partner, underdog

MEMBER



Doug Burns
Senior Vice President, Legal Affairs Major League Soccer

MEMBER



Keith Jones
President & CEO SoulTouchin' Experiences

MEMBER



Kellen Benjamin
EVP, Talent Partnerships and Marketing, Wasserman

MEMBER



Lynn Casey
Founder, Shine Scout, Inc.

MEMBER

Meet the Advisory Board



Mark Hicks
Managing Director of Enforcement, NCAA

MEMBER



Michelle Lenihan
Deputy Commissioner – Department of Defense, Veterans, and Emergency Management, State of Maine

MEMBER



Richard Weber
Former Chief, IRS – Criminal Investigation, U.S. Department of the Treasury

MEMBER



Sally Nnamani
Chief Partnerships & External Officer, PeacePlayers Global

MEMBER



Vanessa Taveras
Chief Partnerships Officer, Athletes Unlimited

MEMBER



Yvette Casares Willis
Senior Director, Partnerships, Bay FC

MEMBER

Short Bio

James Parker

James Parker is Senior Vice President, General Counsel for the Boston Celtics. In that capacity, he advises the team on matters related to arena and facilities, legislation, corporate partnerships, ticketing, media rights, marketing, employment, and general business matters. In addition, he is the team representative for sports betting-related matters, including legislative and regulatory affairs, and serves as the Team Integrity Officer responsible for NBA gaming rules compliance and NBA gaming policy training for players, coaches and other staff. Previously, James was a member of Goodwin Procter's private equity group, where he focused on mergers & acquisitions for private equity clients. Prior to that, James was Vice President & Counsel for Wilshire Associates, and began his legal career at Bingham McCutchen.



James Parker
Senior Vice
President, General
Counsel, Boston
Celtics

CO-CHAIR

Short Bio

Sandra Lopez

Sandra Lopez is a seasoned technology executive, category creator, and business transformation leader who blends deep business acumen with modern marketing execution to drive meaningful growth and market impact. As CEO and Founder of AMBI Ventures, she leads a firm that delivers fractional CMO and go-to-market services designed to accelerate business outcomes, while also making strategic investments in the sports, media, and technology sectors.

Sandra's global leadership experience spans some of the world's most recognized technology companies, where she has consistently delivered transformative results. As GM/CMO of Microsoft's Ads division, she drove revenue growth through strategic go-to-market initiatives and placed an emphasis on brand and market repositioning. At Intel, she led the wearable technology division as GM and spearheaded growth in the immersive media segment. Her strategic marketing leadership also includes roles at Adobe, Computer Associates, and Macromedia.

She serves on the boards of PureRed, Junior Achievement, and as Co-Chair of the Sports Integrity Global Alliance, where she provides insight on digital transformation, governance, and growth strategy. Most recently, she played a role in PureRed's successful acquisition by the Inspired Thinking Group.

A recognized thought leader and keynote speaker, Sandra frequently speaks on topics such as technology innovation, digital transformation, and the convergence of culture, leadership, and business strategy. Her perspectives have been featured in Elle, Cosmopolitan, NBC, and other major media outlets.



Sandra Lopez
CEO & Founder,
AMBI Ventures

CO-CHAIR

"I joined Sport Integrity Global Alliance because every child who dreams of greatness - regardless of whether they're a girl from an underserved community or a boy without financial advantages or child with a disability – deserves the chance to see that dream become reality and be valued for their extraordinary efforts. Everything we do must be anchored in uncompromising ethics, because when we protect the integrity of sports, we protect the hopes and futures of dreamers everywhere. And SIGA embodies this belief."

Short Bio.

Carla Giovannetti Dodds

Carla Giovannetti Dodds serves as Chief Marketing Officer for Aaron's, the flagship brand of The Aaron's Company, Inc. (NYSE: AAN), a leading provider of technology-enabled rent-to-own and retail purchase solutions. At Aaron's, Carla leads brand strategy, customer experience, and marketing innovation across approximately 1,100 Company-operated and franchised stores and a growing e-commerce platform. A global Latina executive, Carla has more than 20 years of experience driving growth, transformation, and customer engagement for Fortune 100 companies and multinational brands including Walmart, MasterCard, and Penske Media. Her leadership spans marketing, digital strategy, and multicultural engagement across the U.S. and Latin America. She is passionate about building high-performing teams and championing diverse consumers. Carla holds a bachelor's degree in international relations from Texas State University and an MBA from Johns Hopkins University. She is fluent in Spanish, English, and Brazilian Portuguese.



Aaron's
Rent to Own

**Carla
Giovannetti
Dodds**

Chief Marketing
Officer, Aaron's

MEMBER

"I am honored to join SIGA's global mission to promote and protect sport integrity – a cause that resonates deeply with my personal and professional values. Integrity and a strong ethical foundation have always been at the forefront of my leadership style throughout my career, guiding every decision I make and every team I lead. I believe that sports, much like business, have the power to shape culture, inspire communities, and drive long-lasting change when operated with transparency, fairness, and accountability. Aligning with SIGA allows me to contribute to a greater purpose and champion for the values that have defined my journey."

Short Bio.

Dan Mannix

Dan is Co-Founder and Managing Partner of underdog & company, a partnership between Newspring Holdings and underdog venture team, a sports marketing, brand-building firm he co-founded.

Previously, he founded LeadDog Marketing Group in 1999, growing it into one of the industry's respected sports marketing agencies, recognized by Sports Business Journal's 40 Under 40 and was 2x Sports Experiential Marketing Agency of the Year.

LeadDog worked with major sports and entertainment brands (NHL, MLB, USTA, WWE, Oprah's O Magazine, Cirque du Soleil) and companies like Coca-Cola, Reebok, Intel, and Verizon, as well as startups including Whoop and Athletes Unlimited.

After LeadDog was named Sports Experiential Agency of the Year in 2016, it was acquired by global agency CSM Sport & Entertainment, where Dan became CEO of CSM North America.

He served as Board Chair of Up2Us Sports for almost a decade (and is currently an active board member), a national youth coaching initiative, and on the board of the North America Advisory Board for SIGA (Sports Integrity Global Alliance).

Earlier in his career, Dan held roles with the Houston Sports Association, the NBA, and oversaw the Basketball Competition at the 1996 Olympics and Paralympics. He was also part of the leadership team that launched the WNBA.

A University of Richmond alum, Dan lives in Manhattan with his awesome wife Michelle and son Jackson.



underdog&company

Dan Mannix

Co Founder &
Managing Partner,
underdog

MEMBER

"When I first connected with SIGA, it was clear that the organization was on a mission to bring integrity to sport – to athletes, coaches, sponsors, event organizers, and the entire global sports ecosystem. The vision was palpable: to be a strong voice setting global standards on critical issues impacting sport at every level. SIGA's growth, voice, and standards are having a meaningful and positive impact across the sports ecosystem. The organization has built a global infrastructure that, country by country, sport by sport, athlete by athlete, is raising awareness and driving positive change. In a world of constant change, the values learned through sport remain powerful – and SIGA is there to ensure that fairness, safety, consistent standards, and integrity stay at the core of sport."

Short Bio.

Doug Burns

Douglas M. Burns is the Senior Vice President of Legal Affairs for Major League Soccer (MLS), where he oversees litigation and a range of investigatory, compliance and policy matters. He joined MLS in June 2021 after seventeen years at the law firm Paul, Weiss, where he was Counsel in the Litigation Department and represented the National Football League and other leading businesses across the sports and finance sectors. Doug is a magna cum laude graduate of Tufts University and holds a law degree from Washington University School of Law. He lives in New York City with his wife and two children.



Doug Burns

Senior Vice President,
Legal Affairs
Major League Soccer

MEMBER

"I am very pleased to join the SIGA Advisory Board and contribute to the collective effort to further integrity in the sporting world. The leadership of SIGA in this space is commendable and betters the sporting world by offering concrete ideas and principles to improve the culture of sports within North America and across the globe."

Short Bio.

Keith Jones

Keith Jones is the President and CEO of SoulTouchin' Experiences and Co-Founder Emeritus of Krip-Hop Nation. Keith received an Emmy Award for his lyrics for the title track of the 2020 Netflix documentary, Rising Phoenix. He has also been recognized for his leadership throughout the years, recently being honored with 2023 PYD Oswald Mondejar Innovation Award 2023 Max Starkloff Lifetime Achievement Award.



Keith Jones

President & CEO
SoulTouchin'
Experiences

MEMBER

"It is an honor to be invited to join the SIGA AMERICA Advisory Board. Ensuring that the integrity of sport reflects the full embrace of humanity in all its forms is essential. I am privileged to stand alongside such distinguished individuals who are committed not only to the integrity of the game, but also to the humanity of the athlete."

Short Bio.

Kellen Benjamin

Kellen Benjamin currently serves as Executive Vice President, Talent Partnerships and Marketing at Wasserman, where he leads a department of global talent marketers from Wasserman's sports and music divisions. In this role, he manages the global business development team responsible for sourcing the marketing endeavors for Wasserman's roster of athletes, musicians, coaches, broadcasters, and influencers around the world.

Prior to his role at Wasserman, Kellen served as Vice President of Global Partnerships for Brooklyn Sports & Entertainment, where he ran business development and oversaw sales operations for Barclays Center, the Nassau Coliseum (now NYCB Live), and the reopening of Webster Hall. Before that, he was the Director of National Sales for IMG in their college sports division, as well as the Director of National Sales for Major League Baseball. He additionally held positions with Fenway Sports Group / the Boston Red Sox.

Kellen holds a Bachelor of Arts degree in History from Williams College in Massachusetts. He currently resides in Brooklyn, New York with his wife and daughters.



Kellen Benjamin

EVP, Talent Partnerships and Marketing, Wasserman

MEMBER

"Sports are and have been at the forefront of youth development and popular culture globally. It is important that the core values of teamwork, leadership, and integrity continue to be defining characteristics of the industry. SIGA's role in maintaining a standard of governance both at the amateur and professional level will help to ensure that the industry remains an example of the core values it's meant to represent."

Short Bio.

Lynn Casey

Lynn Casey is a highly sought after thought leader, brand builder and futurist helping industry leading organizations make the biggest leaps possible. Lynn is known for her unique ability to spot patterns and connect the dots of emerging socio-cultural, digital and economic and behavioral trends and translate those into actionable strategies. Previously an award winning marketing executive at Paramount Pictures, Lynn now focuses on the heartbeats behind the data points driving change. Her unique ability to surface authentic human stories and use these for connection and creation has earned her renown as a channel for innovation.

Lynn guides global companies as diverse as Mattel, Activision, Meta, Citibank, Estee Lauder, Shiesiedo and StockX. Recognized as a thought leader, Lynn has keynote Future Trends and Leadership conferences in Abu Dhabi, Oslo, Prague, San Francisco and New York, shining a light on the critical shifts in human behavior driving change. Her work has led to rebrands, rebuilds and regeneration for major household brands, as well as creating bold new thinking and energy for employee teams at YouTube, Shiseido, Care.org, Dannon, Target and more.

Recently, she led teams of executives from Fortune 100 companies into the field for embedded ethnographic work, creating new pathways of understanding. Current projects include building a youth-helmed portal for a major retail brand, Rejuvenation of a legacy non-profit, as well as mentoring next gen leaders for a number of institutions. Lynn frequently guest lectures at institutions such as FIT and USC.



Lynn Casey

Founder, Shine Scout, Inc.

MEMBER

"I am beyond thrilled to accept the appointment as a Board Advisor to SIGA. We are living through a moment in time where so much of what we value is at stake. SIGA's commitment to advancing the role of women in sports and sports-related industries, demanding integrity in the arena of women's sports, and raising the profiles of the men and women committed to gender equality mark it as a critical organization to support and champion. SIGA serves the very issues I believe strongly in, and aligns with the actions I focus on every day: leading, mentoring and connecting with others to make a difference in the world today and tomorrow. I look forward to actively contributing to this incredible organization."

Short Bio.

Mark Hicks

Mark Hicks, managing director of enforcement since January 2014, oversees enforcement’s sport and issue-specific development initiatives that include sports betting, NIL, football, basketball, and Olympic sports. He also manages enforcement’s certification processes and is active in the NCAA governance process, working with various committees and initiatives.

Before his work in enforcement, Hicks was an NCAA law clerk (2005), an assistant director in Academic and Membership Affairs (2006-07), and was an inaugural staff member of the NCAA Eligibility Center (2007-2013), specializing in pre-enrollment academic fraud investigations. Prior to the NCAA, Hicks was an educator, and coached football on the high school and Division II levels.



Mark Hicks

Managing Director of Enforcement, NCAA

MEMBER

“I am honored to serve on the SIGA’s Advisory Board and am thankful for the opportunity to provide insight from the college athletic seat. Perhaps at no other time in history has the integrity of sport been more at question. Upholding contest integrity and safeguarding sport values is crucial to the fulfillment of the participant’s athletic journey. SIGA’s work here is deeply important and I look forward to helping them further its mission and goals.”

Short Bio.

Michelle Lenihan

Michelle serves as the Deputy Commissioner for the Department of Defense, Veterans, and Emergency Management (DVEM) for the State of Maine. Prior to DVEM, Michelle advised leading corporates and investors on commercial issues at Hakluyt and served in a variety of national security roles at the Pentagon, White House, and Senate – to include as acting Deputy Assistant Secretary of Defense for African Affairs, director at the National Security Council, and board member for DoD’s Reserve Forces Policy Board. Additionally, she produced for ABC News, led the creation of the first dialysis center in Guyana, and taught and coached in South Africa. She is an advisor to tech start-up NatureQuant.

Michelle earned her Master in Public Policy from Harvard University and her B.A. from the University of Pennsylvania. Honors include: George F. Peabody Award, Emmy Award, Alfred I. DuPont Silver Baton Award; Dean’s Excellence Award for Innovation (Harvard); and Defense Medal for Meritorious Civilian Service and Defense Medal for Exceptional Civilian Service. She is a former Council on Foreign Relations term member.



Michelle Lenihan

Deputy Commissioner for the Department of Defense, Veterans, and Emergency Management for the State of Maine

MEMBER

“I am passionate about the power of sport and its ability to elevate people and communities. Through lifelong athletic and global engagement, I have experienced firsthand the positive impact of sport and have seen its influence around the world. Core to its success is a strong foundation in integrity and good governance. I look forward to applying my experience and expertise through the SIGA America Advisory Board to help SIGA ensure that the values of sport are protected and the sport industry is governed under the highest integrity standards.”

Short Bio.

Richard Weber

Richard Weber is an internationally recognized expert in financial crime and a former senior U.S. federal prosecutor. Over a distinguished public service career, he held top roles at the U.S. Department of Justice, the Internal Revenue Service Criminal Investigation Division (IRS-CI), and the New York State Department of Financial Services.

As Chief of IRS-CI, Weber led the landmark investigation that exposed widespread corruption within FIFA, resulting in the indictment of over 40 football officials and executives. This case sent shockwaves through global sport and became a defining moment in the global fight for sport integrity.

Throughout his career, he has been at the forefront of combating money laundering, corruption, and financial misconduct—both in the public and private sectors. His work has had a direct impact on safeguarding sport from criminal infiltration and reinforcing ethical standards.

Now serving on the SIGA AMERICA Advisory Board, Weber brings his unparalleled expertise and dedication to promoting integrity, transparency, and good governance in sport throughout the Americas.



Richard Weber

Former Chief, IRS –
Criminal Investigation,
U.S. Department of the
Treasury

MEMBER

“It is an honour to accept this invitation and join the SIGA AMERICA Advisory Board. I embrace this opportunity to expand my cooperating with SIGA with a deep sense of commitment to advancing a vision of Sport Integrity across America. As part of this advisory body, I look forward to contributing actively, especially in the fields of anti-corruption and financial integrity, and to working alongside others who share the same determination to uphold the core values that Sport should represent.”

Short Bio.

Sally Nnamani

Sally Nnamani works at the intersection of sport, business, and social impact. As Chief Partnerships & External Affairs Officer at

PeacePlayers International, she leads global initiatives and cross-sector partnerships that leverage sport as a powerful tool to bridge divides and cultivate youth leadership in some of the world’s most divided contexts—from South Africa, the Middle East, and Northern Ireland to U.S. cities like Baltimore and Detroit. In addition, Sally advises early-stage social entrepreneurs and impact investors on their narrative strategy, stakeholder engagement, and capital mobilization across the African continent. Sally is a 2025 French-African Young Leader, a Term Member at the Council on Foreign Relations, and an Aspen IDEAS Fellow.



Sally Nnamani

Chief Partnerships
& External Officer,
PeacePlayers
Global

MEMBER

“I’m honored to be appointed to the Advisory Board of SIGA AMERICA, the North American arm of the Sport Integrity Global Alliance, the world’s leading independent coalition dedicated to safeguarding integrity in sport. As sport continues to shape culture, business, and community on a global scale, SIGA’s mission to uphold ethical standards is more important than ever. I look forward to contributing my expertise at the intersection of youth development and global impact to help advance SIGA’s commitment to building a more accountable and inclusive future for sport.”

Short Bio.

Vanessa Taveras

Vanessa Taveras is the Chief Partnerships Officer for Athletes Unlimited, a trailblazing network of professional women's sports leagues including basketball, volleyball and softball, including the recent groundbreaking launch of the AUSL. In her current role, Vanessa leads the organization's partnership strategy, forging impactful collaborations with major brands to elevate visibility, drive revenue, and support AU's athlete-centric mission.

Prior to joining Athletes Unlimited, Vanessa served as VP, Strategic Partnerships at IMG Academy, the global leader in sports education. There, she led transformative brand partnerships with companies such as Under Armour, Gatorade, and Therabody, while also launching innovative programs including a financial literacy initiative for student-athletes with Merrill.

Vanessa has over 20 years of experience in sports marketing, including leadership roles at CSM Sport & Entertainment (now Wasserman), having begun her career with industry giants including Octagon and Velocity Sports & Entertainment/MKTG. She has represented top-tier properties like the PGA, USTA, and New York Road Runners, and played a key role in launching commercial programs for events from the Dew Tour to Rugby World Cup Sevens.

A Sports Business Journal Game Changer (2020), Vanessa is also a committed mentor and advocate for diversity and inclusion in the sports industry through her work with the University of Michigan Sports Business program, WISE Within and sits on the Board of Sports Biz Careers.



Vanessa Taveras

Chief Partnerships Officer, Athletes Unlimited

MEMBER

"I am thrilled to join the Advisory Board of SIGA America as I deeply believe in the power of sports to inspire and unite people across the globe. As the sports industry continues to evolve, it is essential that we uphold the highest standards of integrity, fairness, and transparency. SIGA's mission to protect and promote the values of sport resonates with me personally and professionally. With my extensive background in sports partnerships, I am excited to bring my perspective to the table and help drive strategic initiatives that support SIGA's important work in tackling issues like governance, ethics, and anti-corruption across all levels of sport. Joining SIGA America's advisory board is an incredible opportunity to contribute to meaningful change, and I look forward to working with such a talented group of leaders who are committed to making sport safer, more inclusive, and more accountable."

Short Bio.

Yvette Casares Willis

Yvette Casares Willis is a seasoned partnerships leader with 20 years of experience driving innovative brand engagements across sports, entertainment, and tech. She currently leads Corporate Partnerships for Bay FC, the Bay Area's NWSL franchise. A bilingual, relational leader, she believes sports can unite communities and is focused on building meaningful brand collaborations that elevate experiences and impact.

Appointed by Governor Gavin Newsom in 2021, Casares Willis served a three-year term on California's Board of Behavioral Sciences. Prior to that, she was elected to the Texas Lyceum, joining 95 statewide leaders to advance bipartisan initiatives and serving as VP of Development and Membership.

Her career includes leadership roles with Pro Sports Assembly, MassChallenge, and Live Nation. In her first decade, she led sales for the Houston Rockets (NBA), Houston Astros (MLB), Boston Bruins (NHL), Boston Celtics (NBA), and Houston Dynamo (MLS). She lives in Palo Alto, CA with her two teenage children, Zach and Livi, and loves all things sports and tacos.



Yvette Casares Willis

Senior Director, Partnerships, Bay FC

MEMBER

"It is an honor to represent the industry as a Hispanic female leader and to join SIGA in advancing the global mission of sport integrity. As someone who has spent two decades building trusted partnerships across the sports, entertainment, and tech sectors, I understand the critical role integrity plays in sustaining meaningful impact and long-term growth. I am proud to bring my voice, experience, and perspective to the table – and I look forward to contributing value to my fellow members as we work together to ensure transparency, accountability, and equity remain at the heart of sport worldwide."



SIGA AMERICA

Advisory Board

SIGA & SIGA AMERICA

The Journey

On 2 November 2015, New York City hosted a landmark meeting that would come to represent the unofficial inception of **SIGA**. Under the banner “Securing Sport”, a diverse group of stakeholders convened with a shared purpose: to establish a global alliance for sport integrity, led by the sport industry and supported by key partners committed to best practices, universal standards, and innovative global solutions.

There was unanimous agreement on the urgent need for serious, independent, and comprehensive governance reform at all levels of sport, along with the implementation of the highest standards of transparency, accountability, and oversight.

This process would culminate on 31 January 2018 with the formal legal incorporation of **SIGA**, headquartered in Switzerland. Since then, much has been achieved, and SIGA’s story has become deeply intertwined with the evolution of sport across the Americas.

SIGA AMERICA, established as a non-profit organization under section 501(c)(3), focuses on three strategic priorities:

- Good Governance in Sport (including race, gender, diversity and inclusion);
- Sport Betting Integrity; and
- Youth Development and Protection in Sport.

Follow this journey of **SIGA in America** through images on the pages ahead.





02 November 2015, New York.
Agreement to develop the Sport Integrity Global Alliance

The Journey



24 March 2017, New York.
SIGA and Mastercard hosted a high-level reception to strengthen international cooperation on sport integrity.



14 June 2018
Cooperation agreement with the George Washington University (GWU)

10 October 2018, New York
Special Session The Intersection of Integrity & The Sports Business



19 November 2018, Washington DC
Cooperation agreement signed with the United States National Fitness Foundation (NFF).



26/27 March 2019, New York City.
Sport Integrity Forum



17 September 2020.
The U.S. Department of Health and Human Services (HHS) recognized SIGA as one of the first organizations to join the National Youth Sports Strategy (NYSS) Champions platform.



15 September 2021
Announcement of the SIGA AMERICA Advisory Board



8/9 March 2022, New York.
Summit on Female Leadership in Sport 2022



8 March 2022, New York.
Michael Robichaud received the SIGA Special Recognition Award.



15 March 2022, Miami.
SIGA GRID Forum @ Soccerex Americas



23 June 2022.
Jackson School of Global Affairs at Yale launches the capstone course on "Female Athletes: Fashion, Governance, and Equity".



September 2022
Launch of the SIGA Universal Standards on Youth Development and Protection in Sport



07 March 2023
New York. Summit on Female Leadership in Sport 2023



14 December 2023, Atlanta.
Conference of the States Parties to the United Nations Convention Against Corruption



March 2024, New York.
SIGAWomen Masterclass



06 March 2024, New York.
Summit on female leadership in Sport 20240180018



13 June 2024, New York.
SIGA FITS Forum (Financial Integrity & Transparency in Sport)



GENEVA | WASHINGTON DC | LISBON | SÃO PAULO | DUBAI



SIGA
AMERICA

WASHINGTON DC

INTRODUCING

SIGA AMERICA

Advisory Board

2025 — 2027



Leading the way
for Sport Integrity

X @SIGAlliance

@sigalliance

info@sigasport.com