

GENEVA

WASHINGTON DC

LISBON

SÃO PAULO

DUBAI



SIGAWomen Lounge

EVENT GUIDE

18:00-
22:00

24
JUNE

2026

HOST
PARTNER: roberto cavalli
CANNES

OFFICIAL
WEAR PARTNER:  Suits & Inc

 ROBERTO CAVALLI BOUTIQUE, 67, BOULEVARD DE LA CROISSETTE, CANNES



Welcome to SIGAWomen Lounge Cannes

- ✦ Innovative thought leadership initiative advancing SIGA's gender equity agenda in Sport
- ✦ Roberto Cavalli Cannes joins as Host Partner, providing an exclusive and distinctive setting
- ✦ Intimate experience convening +100 senior leaders from Sport and the creative industries
- ✦ High-level VIP speakers sharing their insights and knowledge on key industry trends and topics
- ✦ Curated **SIGAWoW – Women on Wednesdays** - session fostering dialogue, reflection, and knowledge exchange
- ✦ Global platform for female empowerment and women's leadership

Programme at a Glance:

18:00 – 18:30

Registration & Networking Drinks with DJ

18:30 – 18:40

Opening Session

18:40 – 19:05

Levelling the Playing Field: Female Leadership in Sport

19:05 – 19:20

Chief Troublemakers: Rewriting the Rules of Sports Governance, Gender Equity & Global Leadership

19:20 – 19:45

Purposeful Partnerships to Drive Social Change

19:45 – 20:05

SIGAWomen: The Power of Mentorship

20:05 – 20:20

Networking Drinks with DJ

20:20 – 20:40

The Intersection Between the Creative Industries and Sport

20:40 – 21:00

Commercialising Women's Sport

21:00 – 21:05

SIGAWoW – WE RISE

21:05 – 22:00

Get Your Groove On

Participating Organizations



roberto cavalli



CAF



FOUNDATION

TATA
CONSULTANCY
SERVICES

tcs



FIFPRO
EUROPE

The
New York
Times



SIGA
SPORT INTEGRITY
GLOBAL ALLIANCE



the
FO
FEMALE QUOTIENT

TNT SPORTS



Master of Ceremonies



Nicole Odofin
Growth Manager,
Channel 4 | Creator & Host



Julie Stewart-Binks
Reporter/Host
NHL
SIGAWomen Global Mentor

🕒 18:30 - 18:40



Opening Session



Katie Simmonds
Global Chief Commercial Officer
SIGA
Chair
SIGA Women Council



Emanuel Macedo de Medeiros
Co-Founder and Global CEO
SIGA

Levelling the Playing Field - Female Leadership in Sport:

Exploring how leaders are shaping the future of Sport and driving progress across the industry, from sports ground to boardroom.

MODERATOR



Roddy Campbell

Director of Partnerships & International Business
Tennis Australia



FOUNDATION

Laura Cordingley

CEO
Chelsea FC Foundation



Jayathma Wickramanayake

Senior Policy Advisor
UN Women



Kameryn Stanhouse

IBM - Vice President,
Global Sports and Entertainment Partnerships



Katie Simmonds

Global Chief Commercial Officer
SIGA Chair
SIGA Women Council

🕒 19:05 - 19:20



Chief Troublemakers: Rewriting the Rules of Sports Governance, Gender Equity & Global Leadership:

A no holding back conversation on challenging norms, advancing gender equity, and redefining leadership in Sport.



FO
the
FEMALE QUOTIENT

Shelley Zalis
CEO
The Female Quotient



Emanuel Macedo de Medeiros
Co-Founder and Global CEO
SIGA

Purposeful Partnerships to Drive Social Change:

Examining how collaboration across sectors can harness Sport as a force for positive social impact.

MODERATOR



Erica Kerner
MD, Global Head of Brand Partnerships & Sponsorships
Standard Chartered Bank



Jennifer Chase
Chief Marketing Officer and Executive Vice President
SAS



Kate Theobald
Global Commercial Director
Liverpool Football Club



Kelly Ryan
Global Chief Brand Officer
Tata Consultancy Services



Katie Simmonds
Global Chief Commercial Officer
SIGA
Chair
SIGA Women Council

SIGAWomen: The Power of Mentorship:

Highlighting the successful **SIGAWomen Global Mentorship Programme** and its role supporting career growth and developing future leaders to achieve gender equity in Sport.

MODERATOR



Christina Tsiligiri

President

European Multisport Club Association
SIGAWomen Global Mentor



Sarah Solémalé

Legal & Governance Executive
Ex FIFA, CAF and EFC
SIGAWomen Global Mentor



Julie Stewart-Binks

Reporter/Host
NHL

SIGAWomen Global Mentor



Julia Green

Chief Executive Officer
FORMULA AFRICA™
SIGAWomen Global Mentor



Karina Mukanova

Deputy Director MSc in Sport
Business Management
International University of Monaco
SIGAWomen Global Mentor
& former Mentee

The Intersection between the Creative Industries and Sport:

Exploring the growing connections between sport, media, entertainment, fashion, and culture to influence and shape mentalities.

MODERATOR



Vida Cornelious
SVP Creative & Strategy,
Advertising
The New York Times



Anya Dawkins Johnson
Vice President, Marketing +
Commercial Strategy
TNT Sports, Warner Bros.
Discovery



Aleena Khan
Co-Founder,
CTZN Cosmetics
Podcast Host,
Full Disclosure with Aleena



Nicole Odofin
Growth Manager,
Channel 4 | Creator & Host

Commercializing Women's Sport:

Discussing the opportunities, investments, and strategies driving the growth of women's sport and the media's role to shine a light to advance its trajectory.

MODERATOR



Lauren Funke
Vice President Advertising
The Athletic



Zarah Al-Kudcy
Chief Revenue Officer
WSL Football



Marketa Haindlova
President/Board Member
Czech Footballers'
Union/FIFPRO EUROPE



Edward Odojin
Founder of EMERGE &
Global Co Chair of BBC Embrace

🕒 21:00 - 21:05



SIGAWOW - WE RISE:

This session will close the **SIGAWoW - Women on Wednesdays - Lounge** with a forward-looking dialogue focused on leadership, empowerment, and collective progress in Sport. It is time to rise and leave your legacy for the next generation of leaders in Sport.



Katie Simmonds

Global Chief Commercial Officer

SIGA

Chair

SIGA Women Council



Emanuel Macedo de Medeiros

Co-Founder and Global CEO

SIGA



Click here to join as a Global Mentor or Mentee for the
2026 SIGAWomen Global Mentorship Programme



In 2025 **SIGAWomen** connect
300 women from +50 Countries

Since 2018 **SIGAWomen** has
delivered mentorship to
+500 women

About SIGAWomen

SIGAWomen is a central pillar of SIGA's global agenda for women's empowerment, focused on advancing women into decision-making positions across the sports industry through mentorship, leadership development, and high-level global engagement. At the heart of this initiative is the **SIGAWomen Global Mentorship Programme**, an annual international programme that connects aspiring female leaders with senior executives from across the global sports ecosystem.

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 international federations recognised by the International Olympic Committee.

Female Representation on Executive Organs of International Federations

Evolution Since 2019:

2019	2021	2023	2024	2026
18,3%	17,8%	26,9%	28,8%	32.02%

ONLY 3 OF 30 FEDERATIONS HAVE FEMALE PRESIDENTS

THIS REPRESENTS A MERE 10% OF THE TOTAL.



659
Total executive positions analyzed

5/30

Number Of Female CEOs / Secretaries-General

(16.67% of total)



[CLICK HERE TO READ THE SURVEY](#)

Recent SIGAWomen Leadership Summits



New York, 2024



Dubai, 2025



Masterclass on Female Leadership In Sport



São Paulo, 2025



JOIN THE MOVEMENT OF CHANGE MAKERS

LEAVE YOUR LEGACY

Create the Next Generation of Female Leaders in Sport!



Click here to join our **Leave Your Legacy Campaign** by sponsoring 1 or more mentees with group discounts available.

Partner With Us

We are looking for partners that share our values to join us and Leave their Legacy for the Next Generation of Female Leaders in Sport.

If gender equity, sports integrity, and sustainability are part of your organizations' DNA, join SIGAWomen as we scale our successful global mentorship programme and worldwide thought leadership events.

Contact: katie.simmonds@sigasport.com

SPORT INTEGRITY GLOBAL ALLIANCE - SIGA



ABOUT SIGA

We are the world's leading organization for Sport Integrity.

We are creating a whole new landscape for the sports industry by delivering independent global rating and certification for world Sport to ensure it is governed and operates under the highest integrity standards: **The SIGA Universal Standards.**

Funded by our Members, we are a non for profit global independent organisation, pursuing one vital aim:

To ensure sport is governed under the highest integrity standards and its reputation is protected.



OUR VISION

We work towards a vision of sport free from any form of unethical, illicit, and criminal activity played and governed under the highest integrity standards, to safeguard sports values and ensure its positive impact and benefits to all citizens.



OUR MISSION

Our mission is to provide global leadership, promote good Governance and safeguard the integrity of sport through a set of universal standards operated by an independent, neutral, and global body.





Join Our **Global Community**

#SidewithSIGA