

Activators

Name	Title	Organisation
Adam Sills	Head of Sport	The Telegraph
Alex Goat	Chief Executive	Livify
Alex Trickett	Consultant / Former Head of Sport for Twitter UK	Alex Trickett Consultant
Alexandra Willis	Head of Communications, Content and Digital	The AELTC, Wimbledon
Andy Reed OBE	Director	Saje Impact and Sports Think Tank
Anna Chanduvi	Sport Media Partnerships	Facebook
Anna Thompson	Women's Sport Lead and Assistant Editor	BBC Sport Interactive
Bruna Zanin Juresic	Sport Partnerships, Football Clubs Lead, UK	Twitter
Caroline Cheese	Director / Co-founder	LiveWire Sport
Charlie Boss	Commercial Director Europe & Africa	ESPN
Chris Hurst	Consultant	C J Hurst Consultancy
Claire Parnell	Director	OnSide Communications
Claire Warnes	Partner	KPMG
David Ellis	Chief Executive	Harlequins RFC
Dan Cresta	Co-founder	Little Ideas Company, Connexi, Supernova, Nurture
Emma Atkins	Director of Coaching	UK Coaching
Emma Bolton-King	Head of Marketing Strategy and Customer Experience	Sainsbury's and Argos
Emma Mitchell	Performance Lifestyle Advisor – GB Hockey	English Institute of Sport and Great Britain Hockey
Gemma Greaves	Chief Executive	The Marketing Society and Cabal
Helen Gorman	Head of Consultancy	Xeim / Oystercatchers
Jacqui Oatley MBE	Sports Broadcaster	n/a
Jamie Fox	Director of Communications	Athlete First
Jeanette Kwakye	Sports Broadcaster	n/a
Joanna Adams	CCO	London Legacy Development Corporation
Joanna Manning-Cooper MBE	Group Director of Corporate Affairs	Sky
Joss Hastings	Vice President of Marketing and Communications	The Walt Disney Company
Kelly Simmons MBE	Director of the Women's Professional Game	The FA
Lewis Wiltshire	Consulting Partner	Seven League
Michelle Moore	Consultant	Moore Development Consultancy
Nigel Walker	National Director	English Institute of Sport
Ossian Shine	Global Sports Editor	Reuters

Richard Robinson	Director	Xeim
Ruth Owen OBE	Chief Executive	WHIZZ-KIDZ
Sharon Fuller	Global Head of Event Content	Red Bull Media House
Sue Anstiss MBE	Chief Executive	Promote PR
Suzy Levy	Managing Director	The Red Plate
Baroness Sue Campbell DBE	Director of Women's Football	The FA
Baroness Tanni Grey-Thompson DBE	Crossbench Peer	House of Lords
Tim Hollingsworth OBE	Chief Executive	Sport England
Victoria Cotton	Executive Editor	BBC Sport
Zarah Al-Kudcy	Head of Commercial Partnerships	Formula 1