

NED COTEN AM

Chair | Non-Executive Director | Executive Leader - Commercial + Data + Global Sport

Basketball Overview & Experience

Ned Coten is a Chair, Non-Executive Director and CEO with over three decades of board and executive experience across the commercial and not-for-profit sectors, with particular experience in strategy, governance, sales & marketing, sport, technology & AI, startups/scaleups, capital raising, and change management. Board leadership roles include Chair of Basketball Australia, Director of World Masters Games 2029 and Chair of the Confederation of Australian Sport. In these roles he has driven strategic focus, raised capital, reshaped governance structures and commercial outcomes, and aligned organisations around agreed goals. He has served on more than 20 boards over his career.

In an executive capacity Ned is the Executive Chair and a shareholder of EngageRM, a technology platform with clients across Australia, the US and the UK. He also operates two self-storage businesses under management and has investments in aged care, travel, science and technology. He holds an MBA from the Australian Graduate School of Management, and is the published author of 'Game Plan Marketing'.

Ned was recognised as a Member of the Order of Australia (AM) in Kings Birthday Honours 2026, for services to the administration of sport, and to basketball.

He has been involved in a variety of capacities across the sport locally, nationally & globally:

- State junior player, volunteer referee & official
- Curtin University Varsity Team
- Athlete at Australian Institute of Sport
- Represented Australia at World Junior Championships
- Conducted multiple coaching camps and clinics
- Played in professional (NBL) and semi-professional leagues in Australia
- Founder & Coach, Goldfields Giants State League team
- Perth Wildcats NBL: CEO and Director
- Perth Breakers Women's NBL: CEO and Director
- Basketball Western Australia: Director
- WA Basketball Foundation: Director
- Women's National Basketball League: Director
- Victoria Titans NBL: CEO and Director
- South Dragons NBL: Director
- BigV Basketball League: Director
- Basketball Victoria: Director & Vice President
- Basketball Australia: Director, Vice President and President
- Board Advisor, Refbook referees platform
- FIBA Competitions Commission Member
- FIBA Women's World Cup Board Member & Chair COVID Working Group
- FIBA Masters Commission
- Continuing player in regional, national & international Masters events
- Extensive mentoring for basketball & wider sport athletes, executives, Directors and Chairs

Ned remains heavily involved in all aspects of basketball within Australia and internationally, maintaining strong contacts within clubs, NBA, FIBA and numerous National Federations.