

NED COTEN AM

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

Very Short Version

Ned Coten is the Executive Chair & President of EngageRM, and the immediate past President of Basketball Australia. He has a range of business interests and is an active and passionate volunteer. Ned is a Member of the Order of Australia (AM) and has written a book on marketing in sport. He is a sought-after mentor for aspiring sports & business leaders.

Short Version

Ned Coten is the Executive Chair & President of EngageRM, an Automation, CRM and AI driven process & analytics platform with clients world-wide in sport & entertainment. He is also Chairs & Director of other Boards in travel, technology & sport. Ned is a former athlete, representing Australia at a junior level, sports executive and immediate past President of Basketball Australia. He was recognised in the Kings Birthday Honours as a Member of the Order of Australia (AM) in 2026. Ned has a range of business interests and continues to invest in and advise organisations across multiple industries. Ned is also an active and passionate volunteer, and a Masters basketball athlete. Ned has written a book on marketing in sport and is a sought-after mentor for aspiring sports & business leaders.

Longer Version

Ned Coten is the Executive Chair & President of EngageRM, an Automation, CRM and Data Analytics platform for the sport & entertainment industry. He is a former athlete and sports management leader, the immediate past President of Basketball Australia, and continues to work closely with basketball's world body, FIBA. Ned is a Chair & Director of a number of companies and is the founder and owner of two successful self-storage businesses. He has investments in brand strategy, property, travel and technology, while continuing as an active mentor for aspiring sports & business leaders.

Ned was recognised in the Kings Birthday Honours in June 2026 as a Member of the Order of Australia (AM).

Ned has extensive experience in leadership, sports management, consumer branding, data & technology, sales and marketing. He is a former CEO of a number of Australia's leading sports organisations and has operated multiple businesses as a CEO, Investor, Board Chair or Director over the past 35 years. Ned holds an MBA from the University of NSW and has written a book on branding and marketing for sport.

While attending the Australian Institute of Sport, Ned represented Australia at the 1983 World Junior Basketball Championships in Spain. He had a brief career in the National Basketball League and co-founded the Goldfields Giants in WA's State Basketball League. He holds relationships across sport and business within Australia and globally and remains a passionate and committed volunteer, with continuous service throughout his life.

Ned has been happily married to Hilary since 1994 and has two adult sons. He resides in Melbourne, Australia.