

NED COTEN AM

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

Career Achievements & Appointments Overview

- 1980 – Athlete, Student, Nestlé Scholarship (South Fremantle FC); League football (Narrogin)
- 1981 – Athlete, WA U18 Basketball; Academic awards (Maths, Geography, Physical Science)
- 1982 – Athlete, AIS Scholarship; Most Dedicated Athlete; WA U20 Basketball (USA tour)
- 1983 – Athlete, AIS Scholarship; Australian Team, World University Games; Australian Junior Team, FIBA World Championship
- 1984 – Athlete, Perth Wildcats (NBL), WA State League
- 1986 – Athlete, Coburg Giants (NBL), Victoria State League
- 1987 – Athlete, WA State Junior Pairs Rowing Champion
- 1988 – Athlete, Perth Wildcats (NBL), WA State League, Bachelor of Education (Manual Arts) Curtin University
- 1989 – Athlete, Perth Wildcats (NBL), WA State League
- 1990 – Co-founder & Owner, Coach & GM, Goldfields Giants WA State League
- 1991 – Appointed as Sponsorship Manager, Quit Campaign
- 1994 – Appointed as Marketing Manager, Perth Wildcats
- 1997 – Appointed as CEO, Perth Wildcats
- 1998 – Appointed to Board roles (WNBL, Basketball WA); NBL Association Development Award
- 1999 – Appointed as CEO, Adelaide City; University of NSW AGSM Qualification
- 2000 – Appointed as CEO, Victoria Titans
- 2001 – Appointed Team Manager, Australian Men's Basketball Team (Japan & New Zealand)
- 2002 – AGSM Certificate; Founded Coten Investments, Played in World Masters Games, Melbourne
- 2003 – Appointed to Director roles (Flying Start, Cowan Design)
- 2004 – Acquired Sunshine Self Storage and Klad School Clothing businesses
- 2005 – Co-founder Acorn Brand Design; MBA University of NSW AGSM
- 2006 – Appointed to Board, South Dragons NBL
- 2007 – Appointed to Board, BigV Basketball. Led re-brand of Basketball Australia
- 2008 – Appointed to Board, Basketball Victoria
- 2010 – Appointed as Vice President, Basketball Victoria

- 2012 – Appointed as Executive Director Cowan; Launched Game Plan Marketing
- 2013 – Published ‘Game Plan Marketing’ book
- 2014 – Appointed to Board, Basketball Australia
- 2015 – Appointed as Chair, Contenders Advisory Board
- 2016 – Appointed to FIBA Competitions Commission
- 2017 – Appointed as Chair, Basketball Australia; acquired a second self-storage property
- 2019 – Launched a second self-storage business; Director Self Storage Association of Australasia
- 2020 – Appointed as CEO EngageRM
- 2021 – Appointed as Board, Refbook
- 2022 – Chair, Confederation of Australian Sport
- 2023 – Appointed to FIBA Masters Working Group
- 2024 – Appointed as Chair, EngageRM; Advisory Board Chair, SportsLink Travel
- 2025 – Appointed as Director World Masters Games 2029; Advisor, Preciser
- 2026 – Appointed to Advisory Board, All-Star Pathways
- 2026 - 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.