

NED COTEN AM

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

Introduction

Ned Coten, Executive Chair & President, EngageRM

Ned Coten is the Executive Chair & President of EngageRM, a leading Automation, CRM, and Data Analytics platform trusted by some of the world's biggest names in sport and entertainment. In this role, he helps global organisations unlock deeper fan engagement, streamline operations, and create new revenue opportunities through technology and innovation.

He 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.

A former athlete and experienced sports leader, Ned is the immediate past President of Basketball Australia and maintains an active global presence in the sport as a contributor to basketball's world governing body, FIBA. His career has spanned more than 35 years as a CEO, investor, and director across sport, consumer brands, technology, travel and property. He is also the founder and owner of two successful self-storage businesses in Melbourne and an active mentor for emerging business leaders.

Ned's leadership journey includes CEO roles in several of Australia's premier sporting organisations and directorships across multiple companies. He brings deep expertise in leadership, governance, consumer branding, sales, and marketing. He holds an MBA from the University of New South Wales and is the author of 'Game Plan Marketing' on branding and marketing in sport.

On the court, Ned represented Australia at the World Junior Basketball Championships and played briefly in the National Basketball League. He also co-founded the Goldfields Giants in Western Australia's State Basketball League. Throughout his life, he has remained a passionate volunteer, committed to serving sport and community at all levels.

Ned continues to be recognised as a leader who blends hands-on sports experience with strategic insight, business acumen, and a global outlook, making him a strong advocate for the role of sport in driving meaningful social and economic impact.