

NED COTEN AM

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

PROFESSIONAL PROFILE

I am 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 I have driven strategic focus, raised capital, reshaped governance structures and commercial outcomes, and aligned organisations around agreed goals. I have served on more than 20 boards over my career.

In an executive capacity I am the Executive Chair and a shareholder of EngageRM, a technology platform with clients across Australia, the US and the UK. I also operate two self-storage businesses under management and have investments in aged care, travel, science and technology. I hold an MBA from the Australian Graduate School of Management, represented Australia at a junior World Basketball Championship, competed in Australia's National Basketball League and continue to compete internationally in Masters sport.

SELECTED IMPACT

- Led the expansion of EngageRM into the US and UK/European markets, supporting international growth in sports technology, holding relationships across NBA, FIBA, NFL, MLB, Premier League and many others.
- Led multiple capital raises and associated legal and structural processes, including recent growth capital initiatives.
- Played a central leadership role in EngageRM's Microsoft relationship and broader channel-partner engagement.
- Helped drive the turnaround of Basketball Australia from a poorly performing, loss-making organisation to one with stronger foundations and management.
- Built, scaled and invested in businesses across sport, technology, property and self-storage, combining board oversight with hands-on commercial execution.
- Extensive international experience across Australia, North America and Europe, with a strong focus on data, CRM and AI-driven transformation within sport and entertainment. Strong relationships within sport globally.

EDUCATION

- 2005 MBA – Australian Graduate School of Management, UNSW
- 2003 Management Diploma – Australian Graduate School of Management, UNSW
- 2002 Management Qualification – Australian Graduate School of Management, UNSW
- 1988 Bachelor of Education – Curtin University

BACKGROUND

- Made a Member of the Order of Australia (AM) in Kings Birthday Honours, 2026, for services to the administration of sport, and to basketball
- A strong personal commitment to health and fitness, high performance and a positive mental outlook
- Extensive mentoring with a variety of people and organisations
- Married to Hilary since 1994, two adult sons