

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 was previously Managing Director of Acorn Brand Strategy and Chief Executive Officer of the Victoria Titans and Adelaide City. 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.

BOARD & EXECUTIVE CAPABILITIES

- Extensive experience leading and working with boards, both volunteer and professional
- Calm, clear and effective under pressure; confident and experienced as a Chair
- Entrepreneurial leader with a strong bottom-line focus, driven through structure and accountability
- Outstanding communication skills, strength in both written and verbal disciplines; polished and experienced public speaker
- Proven track record in driving revenue growth and business outcomes
- Strategic thinker and innovator, delivering results across diverse stakeholder groups and partners
- Led strategic reviews, planning processes, major projects and day-to-day management across a variety of industries
- Significant stakeholder engagement experience across basketball and broader sport in Australia and internationally
- Demonstrated success in leadership, strategic growth and profitability across business and sporting organisations
- Active and sought-after mentor for executives and board members
- Led governance restructures, constitutional reviews and strategic business planning initiatives
- Experienced advisor in startup, business and technology environments
- Respected and well connected across the business, sport and media communities

NON-EXECUTIVE EXPERIENCE

2020 – Present Executive Chair, Director and Shareholder – EngageRM

A sports technology scale-up growing into the US and Europe in global partnership with Microsoft, first as CEO and now Executive Chair. I have led business strategy and operations, revenue growth and international expansion:

- Successfully led expansion into the US and UK/European markets
- Led multiple capital raises and associated legal and structural change
- Global engagement with Microsoft, channel partners and clients

2022 – Present Chair – Confederation of Australian Sport

The industry body for Australian National Federations, responsible for delivery of the Australian Masters Games and government advocacy at all three levels.

- Structuring and delivery of new commercial and operational strategy
- Plan, fund and implement major masters sports events, advocate for activity and participation across Australian society

2025 – Present Director – World Masters Games 2029, Perth

This global event will bring 30,000 participants to Perth, Western Australia for a program of sport and social engagement:

- Build and implement strategy for the operational, financial, athletic, social and legacy success of the event
- Build and manage relationships at regional, state and federal government levels

2023 – Present Member – FIBA Masters Sport Commission

This global advisory commission drives the Masters basketball calendar year-round.

- Advise on structure, growth and alignment in each of the five FIBA zones
- Structure, plan and deliver the FIBA Basketball World Masters Cup

2014 – 2021 Chair – Basketball Australia

Unanimously voted to join the Board by member states. Oversaw all aspects of the sport's development in Australia. Assumed the Chair role in 2017 after two years as Deputy Chair.

- Turnaround of a poorly operating, loss-making business, now with strong foundations and management in place
- Chaired the High Performance Commission, overseeing Australia's Olympic, Paralympic and junior teams, and led a successful review of the athlete pathway
- Key collaborator with stakeholders to deliver alignment and action on strategic matters, commercial outcomes and stakeholder relationships

2015 – 2025 Chair – The Contenders Advisory Board

Headhunted to develop and lead the Advisory Board for a fast-growth brand strategy innovator, requiring support to systemise and grow an already successful business:

- Established governance structures, reporting systems and strategic monthly agendas to support agreed goals
- Mentored the Managing Director and key staff to focus on critical factors for growth
- Developed a strategic framework to support staged growth

2019 – 2025 Director – Self Storage Association of Australasia

2016 – 2022 Member – FIBA Competitions Commission

2006 – 2013 Deputy Chair – Basketball Victoria

2006 – 2009 Director – South Dragons Pty Ltd

1997 – 1999 Director – Women's National Basketball League

EXECUTIVE EXPERIENCE

2004 – Present Managing Director – Self Storage

Founded and now oversee two strongly performing self-storage businesses:

- Planned, financed and developed two sites from the ground up
- Implemented all marketing, sales and operational systems
- Sought-after advisor in the small to medium storage operator space
- Continued expansion planning and implementation

2013 – 2019 Co-Founder, Director – Emprevo

A healthtech startup focused on workforce planning and engagement, leading strategic initiatives, product development and path to market:

- Integral to growth from startup to a 25-person team with revenue of \$10M+
- Developed the information memorandum to successfully raise \$7M+
- Led partnerships, acquisitions, and brand and marketing strategy in a two-sided marketplace

2010 – 2019 Managing Director – Game Plan Strategy

Provided strategy and marketing consulting services across SME, health and sports sectors:

- Developed and implemented business strategy and marketing plans across varied sectors
- Implemented strong management systems and tools to automate and effectively operate the business with limited time resources
- Published the book 'Game Plan Marketing' in May 2013

2002 – Present Director – Coten Investments

Personal investment vehicle for business ventures and property developments:

- Acquisition and development of property for self-storage multi-unit development and commercial use, including building, finance and marketing
- Investment in a range of private and venture enterprises from startup through to established corporate businesses

2007 – 2013 Managing Director – Acorn Brand Strategy

- Developed the business from startup to \$2M+
- Secured global accounts including Novartis, Wrigley, Mars and Heinz
- Sought-after guest speaker and presenter for clients and industry

2003 – 2006 Director – Cowan Group

- Delivered record billings by client and sector
- Led development of new business strategy and implementation
- Led establishment of new markets in New Zealand and Asia

2000 – 2003 Chief Executive Officer – Victoria Titans

- Restructured the organisation following the merger of two rival teams
- Developed and implemented the strategic plan, recruiting a new team to deliver initiatives
- Successfully negotiated all player contracts and venue agreements

1996 – 1999 Chief Executive Officer – Perth Wildcats

- Secured the largest-ever sponsorship in the NBL at \$500K+ per year with Coca-Cola
- Delivered growth through development and implementation of the strategic plan

EDUCATION

Tertiary Qualifications

- 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

EXTRA-PROFESSIONAL EXPERIENCE & INTERESTS

Awards

- Recognised in the Kings Birthday Honours in June 2026 as a Member of the Order of Australia (AM)

Sporting Achievements

- Australian junior basketball teams; AIS scholarship holder
- World Basketball Championship for junior men; World University Games; current World Masters basketball athlete
- National Basketball League with the Perth Wildcats and Coburg Giants
- Basketball tours of the USA, Canada and Europe; country league football from age 15

Extra-Professional Activities & Personal Interests

- Family, entrepreneurship, marketing, sport, real estate and personal development
- A strong personal commitment to health and fitness, high performance and a positive mental outlook
- Extensive mentoring with a variety of people and organisations