

EMBARGOED UNTIL THURSDAY 11TH JULY 10AM BST

World Netball Welcomes Two New Independent Members to Commercial Committee

World Netball (WN) is pleased to welcome Louise Cullinan and Aarti Dabas to the WN Commercial Committee.

Currently working as Director of Insights, Innovation and Inclusion at TEAM Marketing AG, Louise has a long career in research with extensive experience in transforming sports data into meaningful decisions and actionable insights that lead to commercial revenue.

Louise is also a long-time netball player, now living in Luzern in Switzerland where she still plays and loves the comradeship of the sport.

Aarti is based in Dubai, when not travelling for work around the world, and throughout her 25-year career has worked across different roles in broadcast and media and in leadership teams across the International Cricket Council (ICC) and Formula E.

Aarti played a key role in enabling the growth of women's cricket through strategic decision making at committee (women's, cricket, commercial) and board level, including event, product, coverage, commercial and distribution strategy.

While she specialised in media rights, broadcast, digital, sponsorship and event, she plays a key role in Formula E (like she did at the ICC) in the overall growth strategy for the sport.

Aarti's love for netball began when her young daughter started playing a few years ago, and she was impressed with what it offers as a team sport – particularly that every player on the court is important, unlike many other sports.

Louise and Aarti's skills complement those of Independent Director, Rob Mills, and WN Vice President and Commercial Committee Chair, Shirley Hooper, and will provide both strategic and pragmatic guidance for the WN team.

Speaking on the two new independent Members joining the Committee, Hooper said: "We are thrilled to welcome Louise and Aarti to the World Netball Commercial Committee.

"We are currently in a key period of growth at World Netball as we begin to explore new strategies to generate more commercial revenue and build on the success of the Netball World Cup 2023 - having independent Members with a wealth of different experience, who can offer pragmatic advice and help with our decision making is crucial."

To view all the Commercial Committee Members, [click here.](#)

ENDS



Image:



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Notes to Editors:

World Netball

World Netball is the sole, internationally recognised, governing body for netball affiliated to the Association of Recognised International Sports Federations (ARISF), receiving funding from the International Olympic Committee.

World Netball creates a better world through netball, inspiring netballers to embrace opportunities and achieve their potential. Netball is played in more than 100 countries around the world with 84 National Netball Associations affiliated to World Netball. The associations are grouped into five Regions – Africa Netball, Americas Netball, Asia Netball, Europe Netball and Oceania Netball – each with a respective Regional Federation. Regional Federations are an integral part of the global governance structure and assist in the implementation of World Netball policies and the development of the sport in their respective regions.

For more information visit www.worldnetball.sport

