

EMBARGOED UNTIL FRIDAY 1ST MAY 10AM BST

World Netball Appoints Lisa Pearce MBA as new Chief Executive Officer

World Netball (WN) has today announced the appointment of Lisa Pearce MBA as its new Chief Executive Officer (CEO).

Lisa will join the organisation in June.

Lisa joins WN from Pilotlight, a UK-wide organisation focused on system change, collaboration and high-impact leadership.

She brings more than 15 years of senior leadership experience across the sporting and charity sectors, having previously served as CEO of London Football Association and British Wheelchair Basketball, as well as Director of Women and Girls' Football at Leicester City Football Club, where she led the strategic development and operations of Leicester City Women.

Alongside these roles, Lisa also served as an Independent Board Member of the International Paralympic Committee World Para Sport Unit, where she supported the governance and integration of multiple International Federations across global regions.

During her time at British Wheelchair Basketball, Lisa led the organisation through a period of significant transformation, diversifying income through the creation of a new corporate sponsorship programme, securing a major broadcast partnership, and

strengthening governance and operational resilience.

At Leicester City Women, Lisa oversaw the strategic growth and professionalisation of the club's women's programme, leading a high-performance cultural transformation, expanding the talent pathway, and doubling the commercial revenues of the women's operation.

Speaking on joining WN, Lisa said: "It is a privilege to join World Netball at such an important moment for the sport.

"Netball has a powerful global community and a distinctive identity built around opportunity, excellence and the strength of women's sport.

"I'm excited to work with the Board, Secretariat, Regions and Member nations to continue growing participation, strengthening the sport's global profile and delivering world-class events that inspire players and fans around the world."

WN President Dame Liz Nicholl DBE added: "We are thrilled to welcome Lisa to the World Netball Family.

"At a time when the sporting landscape has never been more complex, Lisa brings invaluable commercial, governance and operational experience to the organisation, which will be key to taking us into the next stage of our strategy."

Lisa will work closely with the WN Board and Secretariat to support the continued development of netball globally.

This includes balancing the needs of the sport's diverse international stakeholders, supporting the increasing professionalism of the game, navigating financial and commercial opportunities, and responding to the rapidly evolving global sporting landscape.

A key priority will also be continuing to strengthen the sport's international profile and supporting the long-term ambition of Olympic inclusion at the Brisbane 2032 Games.

To find out more about WN's Board Members, [click here](#).

To find out more about WN's HQ, [click here](#).

ENDS

Image:



Media Contact:

Sophie.reynolds@worldnetball.sport

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 76 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