

GSIC

Global Sports Innovation Center

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MANIFESTO



WOMEN'S VISIBILITY



IN THE SPORTS INDUSTRY



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GSIC FOR EMBRACING WOMEN'S VISIBILITY IN THE SPORTS TECH INDUSTRY



This document explains the intention of the Global Sports Innovation Center powered by Microsoft to promote, within the framework of its work and activity plan for the next calendar year, the visibility of expert women in the technology and sports sectors.



Objective - What do we want to achieve?

To promote the visibility of women who work in the sports industry, through the activities of the GSIC and in which GSIC is part as a collaborator or participant.

Make that more women executives, entrepreneurs, experts in technology and digital transformation, visionary and inspiring ones, have spaces where the rest of the sports industry ecosystem and listen to them and learn from them.



Premise - Why do we do it?

Being a non-profit association that works from the philosophy of a business cluster, the GSIC is a platform for innovation, networking, and support for the digital transformation processes of sports entities, which offers business opportunities, visibility, and promotion to all those who are part of this ecosystem.

Every year, from the GSIC we offer about 100 activities of a different kinds with the aim of helping the sports industry grow and add the maximum value to our more than 280 members in 49 different countries. Our program of activities, among others, includes the organization of conferences, talks, mentoring sessions, workshops, inspiration and innovation sessions, round tables, open innovation projects, and working groups.

Likewise, our network of partners and contacts in the industry is made up of organizations of all types, such as sports entities (clubs, leagues, federations), technology companies from startups to large ones, universities, research groups, and public and private institutions.

Working with them on a daily basis, some time ago we noticed that our first contact or relationship was only with male professionals, for one reason or another, and as a consequence, the participation of women in our own activities was notably lower than the participation of the men. This was the starting point to begin this path in which we seek to make industry professionals visible.

Although, since our founding in 2015 we have always been supporting women in our industry through special events that address the issues of leadership and entrepreneurship, as well as special initiatives such as the working group on injury prevention for women athletes. We have also actively participated in national and international industry events that address women's equality issues, such as the "Women, Leadership & Sport" forum organized each year by the Italian School of Sport and Health, or Women Economic Forum, an international benchmark event where with our own round table we represented the sports sector talking about the challenges that our industry has in terms of equality and leadership today.

We have made the decision to strengthen this branch of our activity and give it more priority within our own Activity Plan 2022. In 2021 and 2022, we took several actions to make sure female professionals had more representation in GSIC activities, and we wrote down our intentions in the "GSIC for Embracing Women's Visibility in the Sports Tech Industry" manifesto.

In 2023, we continue working in this line, growing our network of women who are working in the sports industry and impacting it.



WHAT ARE WE DOING AND WHAT WE WILL DO NEXT?



1. Identify contacts within GSIC member and non-member organizations.

Since the beginning of 2021, we have adopted as a strategy, when sending an invitation to a member or non-member organization of the GSIC to participate in our events, we request to be provided with a contact of at least one woman who works within the organization and is trained to cover topics of interest to the GSIC. In this way, we are improving our database in terms of gender diversity.

2. Raise awareness among male professionals about their role in offering visibility to their colleagues.

When men are asked to introduce us to their colleagues from the area or department, we help them realize that they can be facilitators of visibility for women within their organizations themselves. Likewise, we want to get men to start adopting this initiative and to be the ones who offer support to women in the sports industry.

3. No women, no panel.

We have started to adopt this philosophy since the beginning of 2021, taking, as a rule, to have whenever possible at least 1 female speaker at our events, be they conferences, round tables, webinars, or Members Solutions Showcase, successfully delivering events with at least 1 woman at the panel or even 50/50 male and female participation.

We achieved 75% of our events to have at least 1 woman in the speaker's lineup.

4. More activities led by women.

The GSIC Activity Plan for 2022 included events where women in the sports industry are given prominence not only to talk about the issues or challenges that concern them but about all the topics that are usually covered in our events. Since this year we are committed also to creating more professional content with female subject-matter experts who teach masterclasses and deliver workshops on innovation or entrepreneurship.

5. It's not only on March 8.

Every year since 2015, the GSIC organizes special events related to the International Day of Working Women, but now we are going further and making it not only on March 8 when attention is paid to women in the industry. That is why we assume this commitment and propose to stimulate the development of women in entrepreneurship, leadership, STEM careers, sports, and education, relevant topics related to the values of our organization.

6. Women protagonists.

The GSIC has positioned itself as a generator of relevant content in the sports and technology ecosystem at the international level. Within our communication strategy, we include more materials such as interviews, testimonial videos, and news featuring women who work in the industry.

7. Technology is for everyone.

Through our different activities, we want to promote visibility for more women who talk about technology, innovation, and digital transformation. We know that in many organizations, women are the ones who lead the areas of innovation or digitization, although these are tasks that usually can be associated with males. We want to change that idea and for more female voices to be heard talking about these matters.

8. Grow our network of experts.

At GSIC we have a wide network of experts in the sports industry. We want to increase the percentage of women in this network because we are aware that at the moment their representation is not equal.

9. Add women ambassadors of the GSIC

The GSIC also has a network of Ambassadors, the sports industry professionals who represent and promote the GSIC on different continents, as well as provide relevant contacts to both the GSIC and its members. Last year we achieved adding 1 female ambassador and this year we will continue adding more female professionals who can represent our center at the same level as the rest of the ambassadors.

10. We write it together

We want to leave this point open to ideas and contributions from you, our members, collaborators, those who attend our events, participate in our startups competitions, the followers of our social networks. We are open to listening to your ideas.



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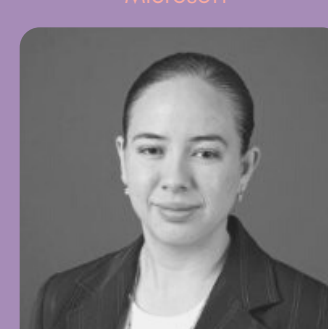
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