



Jamal Blades

SPORTS BUSINESS AND TECHNOLOGY SPECIALIST | SPEAKER | MODERATOR | ADVISER

Jamal Blades helps sports organisations use technology to engage fans and grow revenue. He brings 10 years of experience across SaaS, strategic partnerships, customer success and commercial growth. He currently leads partnerships and client success at Greenfly and has worked with Six Nations Rugby, the Premier League, Saudi Pro League, DP World Tour, Premier Padel, EuroLeague, The R&A and Team GB. Jamal speaks on fan engagement, sports technology, commercial partnerships, race, culture and the changing business of global sport. He is available for keynotes, panels, moderation, workshops, podcasts and selected advisory or consultation work.

Speaking themes

How stronger fan relationships create commercial value. Fan attention is not the same as fan connection. This session looks at how sports organisations can build stronger relationships with audiences and connect them to sustainable commercial value.

Making sports technology useful - not just interesting. Technology should solve a real problem. This session explores how rights holders, clubs and sports-tech teams can move beyond novelty and use technology to improve content, fan experience, operations and growth.

Who gets to shape the future of sport? An honest conversation about power, ownership, race, representation and the role technology plays in shaping the industry.

Formats and experience

Formats: Keynotes, panels, moderation, fireside chats, workshops and podcasts.

Selected experience: 10 years across SaaS, strategic partnerships, customer success and commercial growth. Industry events include Leaders in Sport and SportsPro.

Worked with: Six Nations Rugby, the Premier League, Saudi Pro League, DP World Tour, Premier Padel, EuroLeague, The R&A and Team GB.

Available for speaking, moderation and selected advisory or consultation work | [Enquire via the website](#)