

Stacey Allaster

Former CEO, Professional Tennis (USTA) + US Open Tournament Director | Forbes “Most Powerful Woman in Sport”

LEADERSHIP · CHANGE MANAGEMENT · HIGH PERFORMANCE · GENDER EQUITY · SPORTS BUSINESS · CUSTOMER EXPERIENCE

THE PITCH

A sports-business operator who built billion-dollar women's tennis growth and now translates elite-event leadership into boardroom decisions.

FULL BIO

Stacey Allaster is one of the most influential leaders in global sport, known for transforming the business of professional tennis and advancing gender equality on the world stage. She most recently served as Chief Executive of Professional Tennis at the United States Tennis Association and made history as the first female Tournament Director of the US Open.

Over a career spanning more than three decades, Allaster has played a central role in the global growth of the sport. As Chair and CEO of the Women's Tennis Association, she doubled player compensation, expanded the tour's international footprint, and helped generate over \$1 billion in revenue for women's tennis. She was also instrumental in securing equal prize money at major tournaments, elevating the visibility and commercial strength of the women's game.

At the US Open, Allaster led the continued evolution of one of the world's premier sporting events, driving innovation across the fan experience and contributing to record-setting attendance. Following the 2025 US Open, she transitioned out of her role as Tournament Director into a strategic advisory capacity.

A respected voice on leadership, high performance, and navigating change, Allaster brings a rare perspective shaped by decades at the highest levels of sport and business. She has been recognized globally for her impact, including being named among the most powerful women in sport and receiving the Order of Canada, the country's highest civilian honour.

Born in Windsor and raised in Welland, Ontario, Allaster remains committed to using sport as a platform to create opportunity, inspire leaders, and drive meaningful change.

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Website · spokenartists.com/speakers/stacey-allaster

SIGNATURE KEYNOTES**From the Ground Up: How Grit, Resilience, and Leadership Built a Legacy.**

Stacey Allaster's journey is the ultimate testament to resilience, grit, and the relentless pursuit of excellence. She didn't just rise through the ranks—she started at the very bottom, sweeping the floors at her local tennis club, before ascending to become one of the most powerful and influential figures in global sports.

In this powerful and inspiring keynote, Stacey shares the hard-earned lessons of leadership, perseverance, and adaptability that took her from those humble beginnings to the highest levels of professional sports. As the first female Chief Executive of Professional Tennis at the USTA and the first female Tournament Director of the US Open, she shattered glass ceilings, navigated industry-defining challenges, and reshaped the future of tennis and sports leadership worldwide.

Her story isn't just about success—it's about the grit it takes to get there. From working her way up through the ranks of tennis administration to leading major global transformations in the sport, Stacey has consistently proven that resilience, hard work, and an unwavering belief in yourself can open doors once thought impossible.

Key Takeaways:

- Resilient Leadership: How to stay strong, adaptable, and focused in the face of challenges.
- The Power of Grit: Why perseverance, self-belief, and pushing through setbacks define true leaders.
- Breaking Barriers: Lessons from Stacey's rise to the top and her work driving gender equity in sports.
- Innovation Under Pressure: How to make bold, impactful decisions when everything is on the line.

Audiences will leave this session with a renewed sense of motivation and a blueprint for success, knowing that no matter where they start, determination and resilience can take them to the very top. Stacey Allaster didn't just climb the ladder—she built it herself.

IMAGE LIBRARY

Original high-resolution color files are included alongside this PDF in the ZIP download.



PORTRAIT



STAGE

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