



ASSETS

WORLD SEVENS FOOTBALL APPOINTS SARAH CUMMINS AS CEO

NEW YORK CITY (September 16, 2025) – World Sevens Football (W7F), the internationally anticipated seven-a-side professional women's football series, is delighted to announce the appointment of Sarah Cummins as its new Chief Executive Officer (CEO). Cummins assumes leadership with a wealth of experience spanning more than 25 years as a revenue driver, brand builder, and commercial operator across global sports, entertainment, and media.

Cummins most recently served as SVP, Partnerships at WTA Ventures, where she led commercial brand partnerships for the WTA Tour, the global leader in women's tennis. Her other roles include Operating Partner at Isos Capital, SVP of Consumer Products at WWE, and leadership positions with New York Road Runners, Vineyard Vines, and the USTA. With her comes a formidable track record of overseeing multi-million dollar contract negotiations, driving global commercial growth strategies, and building high-performing teams.

"I'm absolutely thrilled to join World Sevens Football as CEO. Throughout my career, I've proudly worked for sports and entertainment properties committed to innovation, pushing boundaries, and building communities. World Sevens Football embodies all of those same characteristics and promises to engage fans and players to build the next generation of women's football." Cummins shared. "The competition's global platform, game-changing prize pool, and bold vision to elevate the athlete experience are the perfect foundation for success. I look forward to working alongside our players, partners, and fans to shape the future of the game."

Jen Mackesy, Co-Founder and Investor, added: "Sarah's wide-ranging experience across sports, entertainment, and media brings invaluable perspective and energy to W7F. We're extremely excited to have her in this leadership role, which will enable us to take World Sevens Football to the next level as we continue our mission to grow the women's game globally."

World Sevens Football, launched in May 2025 with a \$5 million prize pool per event, delivers faster-paced matches, unmissable global exposure, and unparalleled opportunities for women

footballers and clubs. The next edition will take place from December 5-7, 2025, in Fort Lauderdale, Florida, at Beyond Bancard Field, home of the newly founded professional women's soccer team, Fort Lauderdale United FC, a member of the Gainbridge Super League.

About World Sevens Football

World Sevens Football (W7F) is a global 7v7 women's football series that debuted in May 2025 with a successful event in Estoril, Portugal. Featuring fast-paced seven-a-side matches and a \$5 million prize pool per tournament, W7F brings together top professional clubs in an exciting new format. The Fort Lauderdale tournament, taking place December 5–7, 2025, marks the series' expansion into North America, and will showcase eight elite clubs from across the Americas, each among the strongest in their respective leagues. W7F works in partnership with DAZN for worldwide broadcast, sub-licensing and marketing, as well as co exclusive sublicensee partners TNT, Univision and ESPN. Guided by a distinguished Player Advisory Council, W7F is committed to elevating women's football and providing unique opportunities for players and fans worldwide.

PRESS CONTACT: media@worldsevens.com