

WILSON SPORTING GOODS

CANDIDATE BRIEF

APAC Partnerships Director

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Wilson.





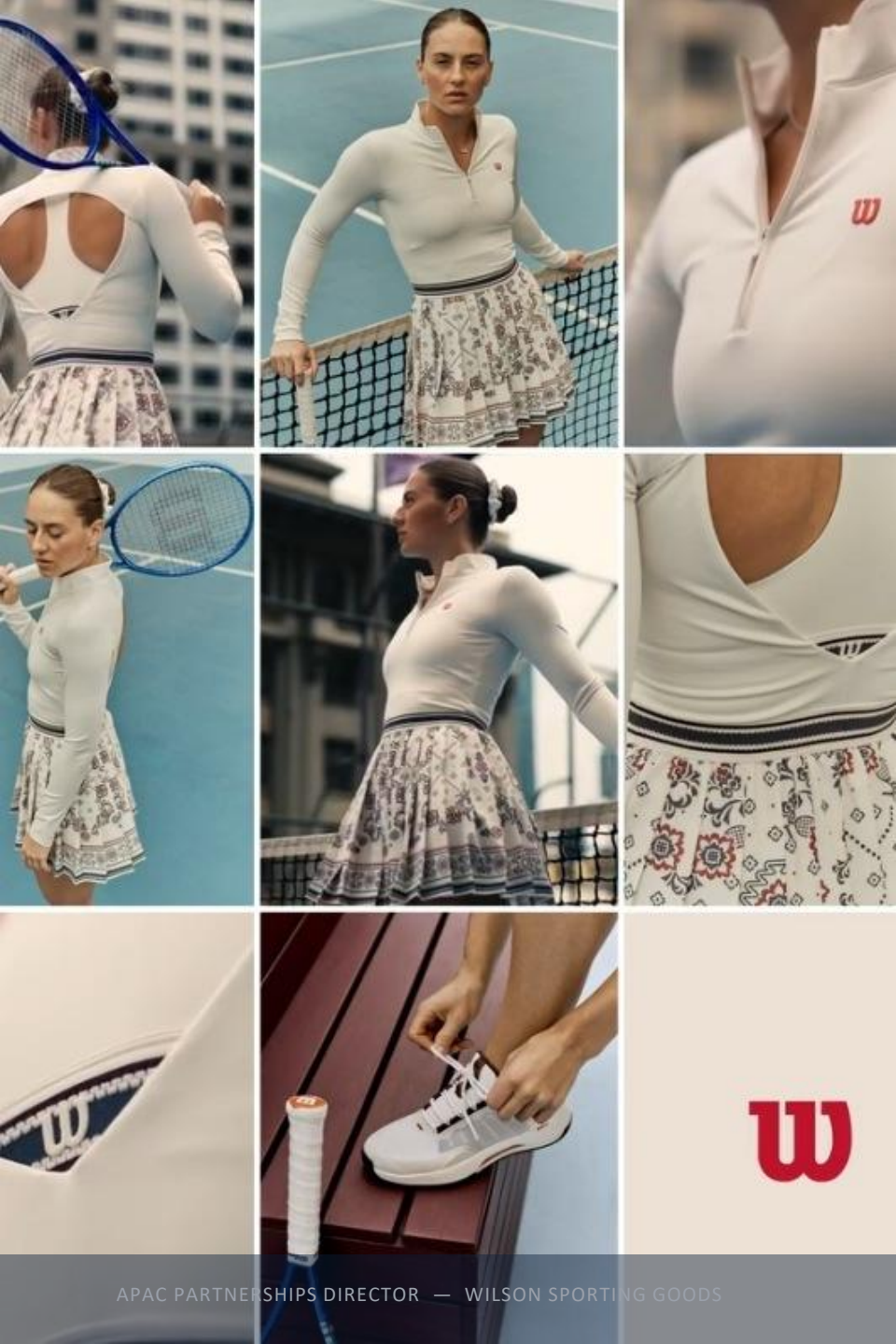
THE BRAND

Wilson is at an exciting point in its APAC growth story. The brand has an extraordinary performance heritage and deep credibility in tennis, while its proposition is expanding across apparel, footwear, retail, content and consumer experience.

This newly created role sits at the intersection of sport, brand, culture and commercial opportunity. It is a chance to shape how Wilson shows up across APAC and to build the partnerships that can accelerate the next phase of growth.

Tennis remains central to Wilson's heritage and future ambition, with significant opportunities emerging across major sporting platforms in the APAC region. But the ambition is much broader than traditional sponsorship.

Wilson is building a more connected consumer proposition linking equipment, apparel, footwear, athletes, storytelling, events, retail and experience. Strategic partnerships will play an increasingly important role in bringing that proposition to life.



THE ROLE

Build Wilson's strategic partnership ecosystem across APAC and turn those partnerships into consumer, brand and commercial growth.

This is not a conventional sponsorship role. As APAC Partnerships Director, you will shape how Wilson uses strategic partnerships to accelerate its transformation from a predominantly equipment and wholesale-led business into a broader, consumer-facing brand spanning product, apparel, retail, digital, ecommerce, content and experience.

The remit begins with tennis, where Wilson sees significant opportunity to build deeper connections with consumers through major tournaments, events, governing bodies, athletes and the broader tennis ecosystem. However, the role extends across APAC and the full breadth of Wilson's sporting portfolio.

Operating with significant autonomy, you will help determine where Wilson should play, identify the partnerships and platforms that matter, and build the relationships capable of creating genuine strategic value.

This is not simply about securing rights. You will create the strategy that turns partnership assets into meaningful consumer engagement, stronger brand relevance and measurable commercial return.

The role requires the ability to influence and align stakeholders across Australia, the broader APAC region and Wilson's global headquarters in Chicago - bringing together local market opportunity with global brand ambition.



THE WILSON PORTFOLIO

A connected consumer proposition, with a significant partnership canvas to be built.



Tennis

The heart of Wilson's heritage - majors, tours and the Tennis 360 athlete roster.



Padel

The fastest-growing racquet sport in the region - a natural extension of Wilson's equipment heritage.



Pickleball

A rapidly expanding participation sport, connecting product to a connected, social audience.



Apparel & Footwear

The "Engineered for the Long Game" range - completing the kit from head to toe.



Wilson Pro Shop

The retail expression of the connected proposition - product, players and experience together.



APAC Events

Flagship platforms such as the Singapore Tennis Open, and the wider regional events calendar.

CORE RESPONSIBILITIES

STRATEGIC PARTNERSHIP DEVELOPMENT & COMMERCIALISATION

- Identify and evaluate partnership opportunities that can build Wilson's brand relevance, consumer demand and long-term commercial growth across APAC.
- Develop compelling partnership propositions, negotiate and structure strategic relationships, and build the business cases required to secure investment and stakeholder alignment.
- Build deep, trusted relationships across the tennis ecosystem—including governing bodies, tournaments, athletes and agencies—as well as broader sporting, cultural and consumer communities.
- Move beyond rights acquisition to design how partnership assets can be leveraged across product, players, retail, content, digital, ecommerce, experiences and consumer engagement.

CROSS-FUNCTIONAL COLLABORATION

- Work closely with legal and finance to manage contracts, budgets and compliance.
- Coordinate with local teams to leverage partnerships for conversion, visibility and impact at point of sale.
- Partner with Wilson's global headquarters, local go-to-market organisation and APAC regional teams to activate partnership programs.

PARTNERSHIP ACTIVATION & CONSUMER GROWTH

- Create integrated 365-day activation strategies that translate major partnerships into measurable brand, consumer and commercial outcomes.
- Lead the end-to-end development of activation platforms spanning product launches, player activity, retail and flagship experiences, events, content, social storytelling, digital and ecommerce.
- Measure partnership performance through relevant brand and business KPIs, including consumer acquisition, sales uplift, retail traffic, product sell-through, awareness and digital engagement.
- Drive best-in-class execution across internal teams, agencies, rights holders and other partners, managing priorities, timelines, deliverables and investment.
- Ensure every partnership tells a coherent Wilson story and creates a clear connection between the sporting asset and the consumer.

THE WILSON TENNIS 360 ROSTER

Wilson’s expanding **Tennis 360** roster signals a clear direction of travel - moving beyond traditional equipment sponsorship towards deeper, head-to-toe brand partnerships. These four athletes are just a few who bring that ambition to life:



Alex de Minaur

ATP TOUR · AUSTRALIA

Debuting a full head-to-toe Wilson kit around the Australian Open.



Marta Kostyuk

WTA TOUR · UKRAINE

Launched Tennis 360 in 2023; a long-standing collaborator on Wilson’s footwear design.



Victoria Mboko

WTA TOUR · CANADA

Signed a head-to-toe Wilson deal in 2024 and broke into the world’s top 10 in 2026, becoming one of the WTA’s fastest-rising stars.



Colton Smith

ATP TOUR · UNITED STATES

Named to Wilson’s newest class of head-to-toe athletes in January 2026, alongside Karen Khachanov and Jiří Lehččka.

Illustrative of the calibre of athlete now built into Wilson’s tennis ecosystem, and the scale of storytelling opportunity a partnerships strategy can be built around.

ROLE REQUIREMENTS

We are seeking a strategic partnership leader who can operate at the intersection of tennis, sport, brand and commerce. You may come from a rights holder, brand, agency or sporting property, but you must be able to think beyond the deal itself: how does a partnership create consumer demand, strengthen brand relevance and deliver commercial return?

ROLE-SPECIFIC COMPETENCIES

- Ability and willingness to travel across the APAC region.
- Fluent spoken and written English; Japanese or Mandarin is advantageous.
- Excellent organisational skills and attention to detail.
- Strong supervisory and leadership capability.
- Excellent interpersonal, cross-cultural and negotiation skills, with a demonstrated ability to build and maintain positive working relationships with business partners, governing bodies, suppliers and customers.
- Proven ability to negotiate complex partnerships and then translate rights into integrated activation across product, players, retail, digital, content, ecommerce and consumer experience.
- Strong knowledge of the tennis industry and ecosystem is highly desirable. Genuine relationships across Tennis Australia, ATP, WTA, tournaments, athletes or agencies would be a significant advantage.
- Commercially rigorous, with the ability to define and measure ROI across brand and business outcomes including awareness, engagement, acquisition, traffic, conversion and sales.

EXPERIENCE & EDUCATION

- Proven history of building, negotiating and commercialising strategic partnerships or comparable complex commercial opportunities.
- Demonstrated project management experience and familiarity with relevant project management tools.
- Relevant experience within a brand, sports organisation, partnership, marketing or related commercial environment.
- College degree or above.

THE FIRST BIG CHALLENGE

Define the strategic pathway for Wilson's next generation of premium partnerships in APAC.

There is an immediate opportunity to evaluate and progress a significant partnership opportunity within the tennis ecosystem, alongside a broader mandate to identify where Wilson should invest across the region.

This will require market intelligence, senior relationships, commercial judgement and the ability to navigate the complexity of major sporting properties.

The ambition is not simply to secure rights.

The challenge is to determine which opportunities can create the greatest strategic value for Wilson and to build partnership platforms that work across the brand's full consumer proposition and can be activated throughout the year, rather than simply around individual events.



WHAT YOU WILL SHAPE

- Wilson's Australian and APAC strategic partnerships strategy and priority investment areas.
- The identification, evaluation and development of major partnership opportunities across tennis and Wilson's broader sporting portfolio.
- Strategic propositions, stakeholder relationships and business cases for premium partnership opportunities.
- A broader ecosystem of sporting, cultural, community, athlete, content and consumer partnerships.
- Partnership opportunities that connect sport with apparel, footwear, equipment, retail, content and consumer experience.
- The way Wilson's market intelligence and partnership opportunities are represented to APAC and global leadership.
- A more connected approach to partnerships, ensuring investments contribute to brand relevance and long-term growth.



SUCCESS IN THE ROLE

Within the first 6–12 months, Wilson has a clear strategic partnership framework and a stronger network across the tennis and broader APAC sporting ecosystem.

Priority partnership opportunities have been evaluated and progressed, supported by robust commercial thinking, senior stakeholder relationships and alignment across the regional and global organisation.

Most importantly, Wilson is building the capability to convert partnerships into integrated consumer platforms across product, players, retail, content, digital, ecommerce and experience with clear measures of brand and commercial impact.

Help Wilson turn its sporting heritage into the next generation of brand, partnership and consumer relevance across APAC.



THE WILSON CONSUMER EXPERIENCE

Wilson's "Engineered for the Long Game" campaign brings the connected consumer proposition to life - equipment, apparel, footwear and retail working together as one story, with the Wilson Pro Shop as its retail expression.



"Engineered for the Long Game"

This is the proposition the APAC Partnerships Director will help extend: turning the equity built through tennis into partnerships that connect product, players, retail and content with genuine commercial return.

THE PERSON



STRATEGIC

Sees beyond the individual opportunity and understands how partnerships contribute to long-term brand and business strategy.

CONNECTED

Has genuine senior relationships across sport, brands, media, agencies or the broader APAC commercial ecosystem.

COMMERCIAL

Understands value, investment decisions and how to build a compelling business case.

INFLUENTIAL

Can align stakeholders without relying on direct authority and is credible with senior decision-makers.

CONSUMER-MINDED

Understands audiences, culture and the power of content, experience and storytelling.

ENTREPRENEURIAL

Comfortable creating structure, finding opportunities and operating with autonomy.

GLOBALLY MINDED

Can move comfortably between Australian market realities, APAC leadership and a global headquarters.

WHO WE ARE LOOKING FOR

We are looking for an entrepreneurial, commercially minded partnership leader with genuine credibility in tennis or a closely related sporting ecosystem.

The ideal candidate combines the ability to build senior relationships and unlock strategic opportunities with the brand-side mindset to turn those opportunities into consumer demand and measurable commercial return.

We are particularly interested in people who sit at the intersection of major sports partnerships, brand activation and consumer growth.

POTENTIAL BACKGROUNDS MAY INCLUDE:

- Tennis ecosystem executives.
- Major sports sponsorship, commercial partnership or rights-holder leaders with strong activation capability.
- Sports marketing and partnership agency leaders who connect brands, rights and execution.
- Brand-side sports, consumer, apparel, footwear or lifestyle marketing leaders with partnership expertise.
- Exceptional candidates who combine deep sporting ecosystem relationships and credibility with brand, retail, consumer or commercial experience.

WHY THIS ROLE

Wilson is moving beyond a traditional equipment-led tennis proposition.

Its Tennis 360 strategy reflects a more complete vision of the consumer - from the racket in their hand to the shoes and apparel they wear, the content they consume, the communities they join and the experiences they have.

That creates a compelling opportunity. APAC hosts some of the most powerful sporting platforms and offers the potential to bring the Wilson story to life across major events, multiple product categories and consumer touchpoints.

The opportunity is to build a platform where the thinking flows from partnership → product → players → retail → content → digital → consumer → sales.

The successful candidate will help Wilson use its sporting heritage not simply for visibility, but to create demand, relevance and commercial momentum.



For a confidential discussion regarding this opportunity, please contact
Josie Lahey on +61 478 803 255.

To express your interest, please submit your curriculum vitae together with an executive cover letter outlining your motivation and alignment with the opportunity to **josielahey@syntonysearch.com.au** by Monday 14 September 2026.

All enquiries and applications will be treated with the strictest confidence.

Syntony Search & Advisory is an executive search and advisory firm specialising in the sport, entertainment and lifestyle sectors.

We combine care, diligence and a research-led, highly personalised process. Diversity and inclusion sit at the heart of our approach, and we are committed to building diverse, representative shortlists that reflect the breadth of talent across every search we undertake.

Syntony Search & Advisory has been exclusively retained to lead this confidential executive search for Wilson Sporting Goods.

