

LAUNCHD

HUMAN INFLUENCE, AMPLIFIED.

CANDIDATE BRIEF

Chief Executive Officer

LAUNCHD

RETAINED EXCLUSIVELY BY





ABOUT LAUNCHD

Launchd was founded by former AFL athlete James Begley with a vision to revolutionise the way talent accesses commercial opportunities.

What began as creating more commercial opportunities for sporting and media talent has evolved into one of Australia's most dynamic brand partnership businesses, bringing together strategy, creative capability, technology and world-class talent to connect brands with audiences in more authentic and measurable ways.

Today, Launchd represents athletes, creators, influencers, entertainers and keynote speakers while partnering with many of Australia's leading brands, agencies and sporting organisations.

Through its growing portfolio of businesses and proprietary platforms, Launchd is redefining how modern partnerships are created, measured and scaled.

Backed by experienced institutional investors and an ambitious Board, including Sydney Swans CEO Matthew Pavlich, Launchd is entering its next phase of growth.

Learn more at launchd.co

LAUNCHD BY THE NUMBERS

85+

AWESOME TEAM MEMBERS

6

COUNTRIES

248

EXCLUSIVE TALENT UNDER
MANAGEMENT

12,600+

TALENT WORKED WITH

2,700+

BRAND PARTNERS

17,000+

CAMPAIGNS DELIVERED

136M+

AUDIENCE REACHED

\$540M+

BOOKED IN REVENUE

\$25M+

PAID OUT TO TALENT IN 2025

Aggregated figures across the Launchd network of companies. Current as of April 2026.

THE LAUNCHD NETWORK

A connected network of specialist businesses turning talent, content and technology into commercial value at scale.



Pickstar

The leading talent booking marketplace for athletes, creators and experts.



ICMI

Australia's premier speakers bureau, integrated into a full-service talent ecosystem.



W Sports and Media

Specialist athlete and sports media representation with deep industry ties.



Huume

Leading talent management agency building sustainable creator careers.



Hoozu

Creator economy innovation studio for social commerce and gamified content.

THE OPPORTUNITY

The foundations have been built. The Board and Founder are now seeking an exceptional Chief Executive Officer to lead the organisation through its next stage of commercial growth, operational maturity and long-term enterprise value creation.

This is more than a CEO appointment. It is an opportunity to shape one of Australia's most distinctive growth businesses and build a category-leading organisation that connects people, brands, technology and communities in meaningful ways.

The business has developed an integrated ecosystem spanning multiple complementary businesses that collectively deliver commercial, strategic and technology-led outcomes across sport, entertainment and adjacent industries.

With approximately 100 employees operating across several business units, Launchd has established a strong reputation for innovation, agility and execution.

As the organisation continues to evolve, the next phase will focus on integrating its portfolio of businesses, strengthening operating disciplines, increasing revenue and accelerating sustainable, profitable growth.



THE ROLE

The Chief Executive Officer will inherit a successful founder-led business with significant momentum, a differentiated market position and substantial growth potential.

This role requires more than operational excellence. It calls for a commercially astute operator who can align multiple businesses behind a common vision, strengthen financial discipline, drive new business development, deepen client and partner relationships, and build the organisational capability required to support future growth.

Working closely with the Founder, the Board and executive leadership team, the CEO will lead Launchd through its next phase of evolution — transforming a high-performing entrepreneurial business into a sophisticated, integrated enterprise capable of sustained growth and a strong position in market.

Importantly, the CEO will foster a culture of accountability, pace and execution while ensuring the organisation remains agile, ambitious and focused on delivering results.

INDUSTRY EXPERIENCE WE VALUE

There is no single ideal career path: C-suite experience in sport, media, entertainment, technology, the creator economy, digital platforms, agencies and high-growth professional services are all valued.

Exposure to SaaS or technology-enabled business models, recurring revenue growth, investor-backed environments or corporate transactions will be viewed favourably but is not considered essential.

LOCATION

Sydney or Melbourne, in close partnership with the Board and Founder.

CRITICAL OUTCOMES

The Board has identified key strategic outcomes that will define success in this appointment.

Drive Commercial Performance

Accelerate profitable growth while increasing enterprise value. Strengthen commercial performance across the business, improve profitability, establish sophisticated budgeting, forecasting and financial reporting, and build a sustainable pipeline of recurring revenue opportunities. Embed greater financial accountability, operational discipline and data-driven decision making across the organisation.

Create Enterprise Value

Lead the business with a clear focus on scaling enterprise value and positioning Launchd for a successful liquidity event or strategic exit within the next three years. Build the commercial engine powering Launchd's next phase of organic growth. Take a hands-on role in business development, identifying acquisition opportunities and building a high-quality pipeline of commercial opportunities. Anticipate market trends, develop strategic partnerships and work closely with the Board to evaluate and execute strategic growth initiatives.

Market Influence

Build confidence with investors, the Board, strategic partners, clients and talent through authentic leadership and stakeholder credibility. Champion Launchd's vision as Australia's leading technology-enabled partnerships business.

Operational Excellence

Unlock greater value from Launchd's ecosystem by creating a connected enterprise and set the operating disciplines and business rhythm. Improve collaboration across business units, establish shared and scalable systems and governance, remove duplication and build a unified leadership culture.

Business & Cultural Leadership

Create organisational clarity, strengthen leadership capability, attract and retain exceptional talent. Demonstrates resilience, wellbeing and sustainable leadership. Scale the business while maintaining the entrepreneurial culture that has underpinned its success.

THE PERSON

Launchd is seeking a commercially driven operator capable of transforming a successful founder-led business into a highly integrated, financially disciplined and scalable organisation. The successful candidate will combine strong business development instincts, operational excellence and financial acumen with the influence required to represent Launchd in the marketplace.

THE CEO WILL DEMONSTRATE:

- Strong commercial capability with a demonstrated ability to grow revenue, improve profitability and build sustainable businesses.
- A bias towards action, bringing pace, momentum and an unwavering focus on execution.
- Experience leading organisations and building large, high-performing leadership teams.
- Comfortable leading through change, bringing previously separate teams together around a shared way of working.
- Confidence operating within founder-led, entrepreneurial and investor-backed businesses.
- Experience embedding accountability, governance and operational discipline across an organisation.
- A natural relationship-builder, able to earn trust quickly with talent, clients and strategic partners at the highest level.
- Leadership across multiple business units or diversified operating environments.
- Sophisticated financial management capability, including budgeting, forecasting, commercial analysis and performance reporting.

LEADERSHIP PROFILE

The successful CEO will be recognised as someone who is:

COMMERCIAL

Creates value through new revenue generation, profitable growth and disciplined execution.

FINANCIALLY SHARP

Brings strong commercial judgement, financial leadership and an enterprise mindset.

OPERATIONALLY & TECHNOLOGICALLY ASTUTE

Builds scalable technology-based organisations that consistently deliver.

STRATEGIC MINDSET

Identifies trends and strategic roadblocks early and positions businesses ahead of the market.

ENTREPRENEURIAL

Thrives in fast-moving environments where innovation, technology and adaptability matter.

INFLUENTIAL

Commands confidence and credibility with the Board, investors and the wider market.

AUTHENTIC

Builds trust through integrity, humility and genuine relationships.

COURAGEOUS

Makes difficult decisions, challenges constructively and leads through ambiguity in an entrepreneurial environment.

COLLABORATIVE

Partners effectively with founders, board and stakeholders while empowering others to succeed.

WHAT SUCCESS LOOKS LIKE

Success in the role will be demonstrated through:

- A scalable and sustainable operating model supporting future growth.
- A more connected, collaborative operating culture across the business.
- Improved profitability and commercial performance.
- Increased momentum across recurring technology and SaaS revenue opportunities.
- Launchd positioned for its next stage of growth and long-term enterprise value creation.
- Greater organisational alignment and leadership capability.
- Reporting and forecasting the Board can rely on for confident decision-making.
- A demonstrable increase in new business wins and client/partner revenue and acquisition pipeline.
- Clear accountability, ownership and performance measurement across the organisation.

WHY JOIN LAUNCHD?

This is a rare opportunity to lead one of Australia's most exciting growth businesses, crossing sport, media, talent, entertainment, the creator economy, brands and technology. Launchd sits at a fascinating intersection of some of the fastest moving parts of our industry.

Work alongside a respected Founder, an ambitious Board and experienced institutional investors while enjoying genuine opportunity to shape the future direction of the organisation.

For an ambitious executive who enjoys building businesses, driving commercial growth, integrating organisations and leaving a lasting commercial legacy, this represents a genuine career-defining opportunity.





SPORT · ENTERTAINMENT · LIFESTYLE

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 **josie-lahey@syntonysearch.com.au** by Monday 7 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 Launchd.

THE LAUNCHD NETWORK



[Pickstar](#)



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