

Deane Pieters

General Manager, Business Strategy & Growth - West Coast Eagles Football Club

Deane Pieters is General Manager of Business Strategy & Growth for the West Coast Eagles Football Club, Western Australia's premier sporting club. A leader both-on-and-off the field in the AFL competition, the team was the first non-Victorian club to win a Premiership with its triumph in 1992 followed by further success in 1994 and 2006.



Much of the club's success can be attributed to Deane who has been responsible for negotiating all major commercial transactions, including multiple million dollar negotiations with key partners, recorded the highest net return of any sporting club in Australia, generated improved margins, implemented change management across the organisation, and directed major strategic projects and organisational strategy.

Deane Pieters is also a highly effective speaker, widely acknowledged for his leadership, integrity and ethical vision. Deane offers his audiences compelling insights into corporate strategies, marketing and team motivation in an informative, motivating and entertaining style.

More about Deane Pieters:

Deane Pieters has built his exemplary executive career on his own extraordinary achievements as a former freestyle Olympic swimmer. Deane represented Australia in swimming from 1991-1993, competing at the 1992 Olympics in Barcelona. He is also a former world surf lifesaving champion (1990), and Australian surf lifesaving representative (1990, 1991 and 1996). Deane was a recipient of the Australian Sports Medal in 2000. In 2010, at the age of 41, he won one of the world's greatest open water swimming events - the 19.7kms Rottneest Channel Swim in Western Australia.

With more than 15 years in professional and sports administration, Deane has lead marketing and commercial operations in football, cricket and surf lifesaving with a proven track record in profitability growing business units. He believes that applying focus, passion, self-belief, hard work and dedication is the only way to achieve the ultimate dream of representing your country at an elite level and this attitude applies just as much to achieving success in the competitive business world.

Deane is driven to get the best out of people. His ability to communicate at all levels of management, treat people right, inspire greatness in others and strive for continuous



improvement and innovation are the qualities that have been the trademarks of his leadership approach.

Deane is a life member of the Stanford Business School Alumni after graduating from the Stanford Executive Program (California, USA) in 2008, a graduate of the Australian Institute of Company Directors (GAICD), a member of the Australian Sponsorship Marketing Association and affiliated member of the Australian Marketing Institute. Deane is also a non-executive member of the Australian Olympic and Commonwealth Games Team Appeal Committee.

No one is more focused than Deane on achieving and exceeding performance goals. His resilience and never-give-up attitude inspires sporting and corporate audiences alike to achieve success.

Deane Pieters talks about:

- Brand - People - Culture
- Sport & Business - a winning partnership
- From Adversity Comes Strength
- The Parallels of Sport and Business - what we can all learn from sport
- The Power of Branding
- How the Game Plan Continues to Evolve - the changing face of marketing communication
- What Makes a Great Leader
- Making Sound Decisions
- How Leaders Use Power Effectively
- How Customer Focused is your Organisation?

Client testimonials

“ Deane has the knack of inspiring loyalty, passion and optimism in others, which is essential in our competitive industry. When adversity strikes, or when others may procrastinate, he tackles problems head-on and resiliently drives the end result to a winning conclusion. Whenever Deane is involved success is sure to follow. Dalton Gooding, Gooding Partners, former Chairman of the West Coast Eagles Football Club

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