

Speaker Profile

Cameron Schwab

Cameron was appointed CEO of the famous Richmond Football Club at age 24, the youngest in the history of the AFL, having cut his teeth as a successful Recruiting Manager at the Melbourne Football Club.

He then spent the next 25 years as the CEO of three AFL clubs, Richmond, Melbourne and Fremantle, when those clubs were at their lowest ebb, playing a central leadership role in major transformations whilst founding enduring legacies. He is the second longest-serving CEO in the modern game.

Over the past decade, he has channelled his deep experience in leadership in professional sport and business, mentoring CEOs, AFL Coaches, senior and emerging leaders and their teams across many industry sectors.

He explores the deep personal and professional challenges he faced as a leader with openness and generosity to create connection, building on the insights and wisdom from a fully-lived leadership experience.

He holds an MBA and Master of Marketing from the Melbourne Business School and has completed the Advanced Management Program (AMP) at the Harvard Business School.

He is also a writer, artist, and illustrator studying fine arts at the Victorian College of the Arts.