



Cameron Schwab

Cameron is a CEO, leadership coach and strategist. He works with CEOs and emerging leaders to achieve high levels of trust - personally, culturally, strategically and organisationally - as the basis of high performance.

After cutting his teeth as a recruiter at the Melbourne Football Club when the Demons made the finals for the first time in 23 years, Cameron was appointed CEO of the famous Richmond Football Club at age 24, the youngest in the history of the game.

For most of the next 25 years, he was CEO of Richmond, Melbourne and Fremantle, when those clubs were at their lowest ebb, both on and off the field. He is the second longest serving CEO in the modern game.

Having taken on some of the sport's most difficult and daunting challenges, Cameron established a track record of building teams and organisations, unifying groups while navigating periods of genuine adversity and complexity.

He is a legacy-focused leader who has bounced back from setbacks, taking on the sport's most challenging leadership roles.

Cameron holds an MBA and Master of Marketing from the Melbourne Business School. He has also completed the Advanced Management Program (AMP) at the Harvard Business School and is a Vincent Fairfax Fellow of the Centre of Ethical Leadership at University of Melbourne. He received his Coaching Certification from the Columbia Business School in New York.

His articles on sport and leadership have been published in The Age newspaper.

Cameron is also an artist and illustrator, studying Fine Art at the Victorian College of the Arts (VCA).