



## Denise Lewis

### SPORTS PERSONALITY

Leadership under pressure is the part of the job that cannot be delegated. Senior teams are expected to hold their nerve through setback, scarcity and public scrutiny, while still setting the standard for everyone below them. The gap between knowing what to do and being able to do it when the stakes are real is where most performance is won or lost.

Dame Denise Lewis is an Olympic heptathlon champion, President of UK Athletics and former BBC Sport analyst who helps senior leaders understand how elite performers hold their standards under pressure.

## Denise Lewis's 2026 Biography

### Why organisations work with Dame Denise Lewis

- A first-hand account of winning at the highest level in the hardest conditions: Olympic gold at Sydney 2000, secured while competing through an Achilles injury that threatened every event.
- Governance perspective from the top of a national sport, currently leading UK Athletics through a period of public financial difficulty and reform.
- Fifteen years of live broadcast analysis at BBC Sport, reading performance in real time across four Olympic Games and four Commonwealth Games.
- A view of high performance that moves between the individual and the system: what athletes owe their coaches, what leaders owe their teams, and where accountability actually sits.
- Credibility with audiences who have heard every sports keynote; the current presidencies (UK Athletics, Commonwealth Games England) put her in a different category from retired-athlete speakers.

### Biography highlights

- Olympic heptathlon gold medallist, Sydney 2000; Olympic bronze medallist, Atlanta 1996.
- Commonwealth Games heptathlon champion in 1994 and 2002; European champion 1998; World Championships silver 1997 and 1999.
- Appointed DBE in the 2023 New Year Honours; previously OBE (2001) and MBE (1999).
- President of UK Athletics, elected 2024. President of Commonwealth Games England, extended to Victoria 2026.
- BBC Sport athletics pundit from 2009 to Paris 2024, covering four Olympic cycles and four Commonwealth Games.
- Author, "Personal Best: The Autobiography" (2001). President of Sparks

### AVAILABLE FOR

- After Dinner Engagement
- Awards Hosting
- Event Hosting
- Guest Appearance
- Moderating and Emcee
- Panel Participation
- TV and Media

### DENISE'S SPEAKING THEMES

- Executive Development
- Leadership
- Motivation and Inspiration
- Peak Performance
- Resilience & Stress Management

### LANGUAGES: English

children's medical research charity.

## **Biography**

The Sydney 2000 heptathlon came down to the final 800 metres, with an Achilles injury that had threatened every event before it. Denise Lewis finished third in that race, hobbled across the line, and scored 6,584 points to become the first European Olympic heptathlon champion. The day was often described as character; closer up, it was preparation meeting a refusal to stop.

That composure has defined the career since. Between 2009 and Paris 2024, Lewis was the analytical voice of BBC athletics coverage, reading elite performance in real time across four Olympic Games and four Commonwealth Games. The work demanded a different discipline from competing: quick judgement, live to camera, about people whose careers she understood from the inside.

In 2024 she was elected President of UK Athletics, a governance role that began in the middle of a declared financial crisis at the national body. The remit is reform, public accountability and the long-term health of the sport. She also serves as President of Commonwealth Games England, extended through Victoria 2026, and as President of Sparks, the children's medical research charity.

For senior audiences, the value is the composite view: the competitor who held her nerve on the biggest stage, the analyst who has watched hundreds of others succeed and fail under the same pressure, and the administrator now answerable for a system rather than a single performance.

## **Key speaking topics**

- Leadership under pressure
- High-performance culture and standards
- Resilience and competitive mindset
- Governance and accountability in elite sport
- Team performance and coaching relationships
- Transition from elite competition to leadership
- Women in leadership and sport

## **Ideal for**

- Boards and executive committees setting performance standards for the wider organisation.
- Senior leadership offsites focused on pressure, judgement and decision-making.
- CHROs and talent leaders shaping high-performance culture programmes.
- Sport, media and national-body audiences looking at governance and reform.

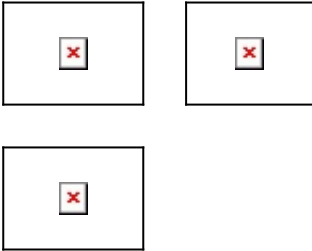
## **Audience outcomes**

- A concrete sense of what holding standards looks like when the conditions are against you, not in theory.
- Language for the coach-athlete-administrator triangle that transfers directly to leader-team-board dynamics.
- A clearer read on the difference between motivation and preparation at

the top of a competitive field.

- A first-hand perspective on governance responsibility: what a president actually answers for when a system is under strain.

## Denise Lewis's Videos



## What Denise Lewis's clients say

We have been organising and running major events for some years and engaged some high profile speakers, but Denise wowed our delegates like no other. Her sporting achievements and charity work are well known, but her ability to win over a demanding audience with charm and charisma and motivate them to be the best they can be is unsurpassed.

**Paul Surridge**

*Chief Executive, Sight Care Group*

Denise Lewis helped us to launch our sponsorship of London 2012 by making a motivational speech to our staff. She was an inspiration to all of us and her warmth, passion and infectious enthusiasm about the Olympics was the ideal way to start engaging our staff in this hugely exciting project. We are looking forward to a long relationship with her and are thrilled that she will be a part of our own Olympic journey.

**Chris Hale**

*Head of London, InterContinental Hotel Group*

Denise’s interaction with our hosts and delegates was nothing less than exemplary and we were inspired by her energy and genuine love for meeting people and sharing her amazing stories. She is a true inspiration and the feedback we have received from our hosts has been fantastic. We look forward to working with her again soon.

**Karen Moore**

*Manager, Major Corporates, Corporate Markets Marketing, Lloyds Banking Group*

## Denise Lewis's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	<b>EUR</b>	<b>GBP</b>	<b>USD</b>
<b>Home Country</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>Asia Pacific</b>	Please enquire	Please enquire	Please enquire
<b>Europe</b>	Please enquire	Please enquire	Please enquire
<b>Middle East &amp; Africa</b>	Please enquire	Please enquire	Please enquire
<b>South America</b>	Please enquire	Please enquire	Please enquire
<b>United Kingdom</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>US East Coast</b>	Please enquire	Please enquire	Please enquire
<b>US West Coast</b>	Please enquire	Please enquire	Please enquire
<b>Virtual</b>	Under €12000	Under £10,000	Under \$15000