



Bex Smith

Footballer and Global Executive in Sports and Business

Bex Smith is an internationally successful footballer who's transitioned to a global executive in sports and business.

She founded Crux Sports which consults with some of the world's leading stakeholders in football including global brands, federations & confederations, international media platforms, AI technology, esports, agencies and some of the world's top players, using its collective experience of years in football to identify and capitalise on mutually valuable connections and opportunities.

Alongside Crux, Bex also hosts, moderates, and is a keynote speaker.

Bex first came to prominence as a World Cup and Olympic footballer captaining her New Zealand national team, culminating in winning The Triple UEFA Champions League, German League, and German Cup with VfL Wolfsburg. During her time as a professional footballer in Germany, Sweden, Australia, and the USA, she earned degrees in

Economics and Spanish (Duke University), a dual MBA (Leipnitz Univ & Purdue Univ) and Masters in Psychology (Massey Univ, NZ) and speaks 4 languages.

Additionally, she: was the Competitions Manager of FIFA's Women's World Cups and Strategic Planning in Women's Football at FIFA in Zurich, Switzerland, co-founded JAMAA Sports Productions (currently Pax Films), was the Global Executive Director of Women's Game for COPA90 working alongside editorial and brands like VISA, Pepsi, EA Sports, Puma, Nike etc., was the executive producer and host of the BBC podcast called "The Players Podcast" with top footballers, co-hosted and co-produced the Australian FIFA Women's World Cup 2023 rights holder, Optus Sports' daily morning show, "Daily Kick Off", and finally, took on the role as strategic advisor for OneFootball, Pitch International, and the PGMOL (Match Officials in England).

Bex is currently the Venue Director for UEFA in the UEFA Women's Champions League and is a strategic advisor to the Global E-Sports Federation Board and sits on the GEF's Athletes, Players, Community Commission. She is also a board member for the Isokinetic Medical Group and other private companies.

A world traveller, a sports enthusiast, and human rights activist, with a passion for people, high performance environments, and living outside the comfort zone!