



**ENGLAND  
HOCKEY**

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## **Rachel Walsh – Strategic Marketing Leader & Former International Hockey Player**

Rachel Walsh is a former England international hockey player, having proudly represented her country from U16 level through to the senior team, both indoor and outdoor. Her international career also includes one season in the German Bundesliga with Der Club an der Alster and eight highly successful seasons in the Dutch Hoofdklasse with AHBC, where she won three Dutch national championships and a European Club Championship.

Transitioning seamlessly from elite sport to the corporate world, Rachel has built a dynamic career across multiple industries including sport, fashion, beauty, and luxury. She currently serves as Marketing & Digital Director at TAG Heuer, where she leads end-to-end strategy across the full marketing mix. Her remit includes managing high-impact global partnerships with Formula 1, Oracle Red Bull Racing, the London Marathon, and a roster of world-renowned brand ambassadors. Rachel is known for bringing bold, insight-driven thinking to brand storytelling, digital transformation, and international growth.

Rachel is now seeking to contribute at board level to the sport that shaped her. She brings a unique blend of elite athletic experience, commercial acumen, and strategic leadership. With a strong understanding of brand development, digital innovation, and stakeholder engagement, Rachel is well positioned to bring fresh energy, new perspectives, and a collaborative spirit to the European Hockey Board.

Passionate about hockey's future, Rachel is committed to driving greater visibility, inclusivity, and growth for the sport at all levels.

England and Great Britain Hockey are honoured to nominate Rachel for a position on the EuroHockey Executive Board. Rachel's knowledge and understanding of both the European and the International landscape make her a strong candidate who would be able bring a different perspective to the Board.

Kind Regards,

Jo Coates

England Hockey Interim Chief Executive