

Cameron Schwab

CEO, Leadership Coach and Strategist

Cameron Schwab 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).

Cameron Schwab talks about:

Being Brave - The Authentic, Vulnerable and Courageous leader

Cameron models his 'Being Brave' mantra - a seven-step process to find the answers for yourself,

rebuild confidence, and be the leader you aspire to be. The first step is self-knowing and understanding, but how do you find it?

Leveling up - What business can learn from elite sport

Cameron fully explains a seven-step process, immediately executable, enabling leaders to establish performance accountability, where people consistently set high expectations of themselves and behave to those expectations, and most importantly, do the right thing, even when it's hard.

The Score Takes Care of Itself - Aligning Purpose and Performance

Cameron delivers a game-changing framework that aligns purpose and performance, particularly as it relates to the complex mix of culture, strategy, leadership and decision-making judgment. Then, as Hall of Fame NFL coach Bill Walsh would say... *"The score takes care of itself."*

Leadership is about the example you set and the culture you create

Cameron articulates four core leadership habits, immediately executable, to create the behaviours and culture to lead with authenticity and achieve high performance outcomes.

Client testimonials

“ Very well put together presentation, delivered in an extremely professional manner. Cameron was able to earn praise and acceptance from all of our delegates – even those one eyed supporters of another footy club!! An excellent session and I would recommend Cameron highly.

- Local Government Managers' Australia Conference

“ Excellent speaker. Very relevant and inspiring presentation – rave reviews from our group. Well done Cameron.

- Medicare Australia

“ A quality presentation delivered in a relaxed manner using specific examples relating to the topics discussed made this a thoroughly enjoyable experience for all of our management sales team.

- Celebration Homes WA

“ Excellent speaker. The overall feedback from attendees has been great. Cameron established a good rapport with the audience and conveyed his message extremely effectively.

- Goldfields Esperance

“ Cameron’s leadership workshop was one of the best I’ve been to. Practical and clear frameworks for leadership, with authentic and powerful delivery. Cameron’s experience as a leader in an elite sporting environment provides a unique perspective to leadership that I wish was taught more broadly. And a masterful storyteller!

- Executive Manager Legal-REA Group

“ I was not expecting it to be so raw and authentic. I admire Cameron for opening up and showing his vulnerability. It made me question myself as a leader and analyse my own actions and identify areas I need to consciously work on.

- Director, Accounting Confidential

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