



Micky Lawler

President of the Women's Tennis Association

Micky was appointed as President in October 2014. She brings close to three decades of sports and entertainment expertise to the organization, during which time she has played an important role in strengthening the geographic footprint and commercial value of women's tennis. During her tenure, she has propelled growth in all aspects of the tennis business across athletes, events, sponsorship sales and consultancy by leading various campaigns designed to further champion women and female athletes.

Coming out of the COVID-19 pandemic, Lawler activated new opportunities to accelerate the WTA's commercial investments, including the largest title sponsorship in WTA History with medical technology company, Hologic, new financial services, mental health and wearables partnerships, and welcoming the WTA's first authorized gaming operator.

[LinkedIn: Micky Lawlor](#)