

# The Carbine Club of NSW



## Damian Keogh AM

**Born:** February 1962, Victoria

**Carbine Club Member since:** 1998 (Special Member)

**Current Employment:** Sales & Marketing Director, Multi-Channel Network

Damian Keogh is regarded as one of Australia's greatest basketballers. His long career spanned 13 years and included representing Australia at three Olympic Games (1984, 1988, 1992). Playing 207 games for Australia between 1981-1994, Damian also competed at three world championships (1982, 1990, 1994).

To complement his international basketball career, Damian played over 400 games in the Australian National Basketball League, mainly for the Sydney Kings.

As an elite athlete, Damian has represented Australia at the highest level, and has since made a successful transition into the corporate world. Following his retirement from basketball, Damian became involved in the Sydney Olympic Games bid team and then as a marketing consultant to SOCOG.

He was recruited by the Seven Network, as the Head of Olympic Marketing in 1997, taking responsibility for the national marketing and promotion associated with the 1998 Winter Olympic Games and the 2000 Sydney Olympic Games. In 2000, he was promoted to General Manager of Sports Marketing for the Seven Network, overseeing the marketing of the network's entire sports portfolio.

Damian joined the Multi-Channel Network in 2003 as the Sales & Marketing Director and in 2011 he was appointed as the CEO of Val Morgan Cinema Network, Australia and New Zealand's leading national supplier of screen advertising.

Since retirement from basketball Damian has continued to help drive the sport of basketball to new places. He currently sits on the board of Basketball NSW and Basketball Australia. His work has been acknowledged with inclusion into the NBL Hall of Fame and the NSW Sports Hall of Champions.