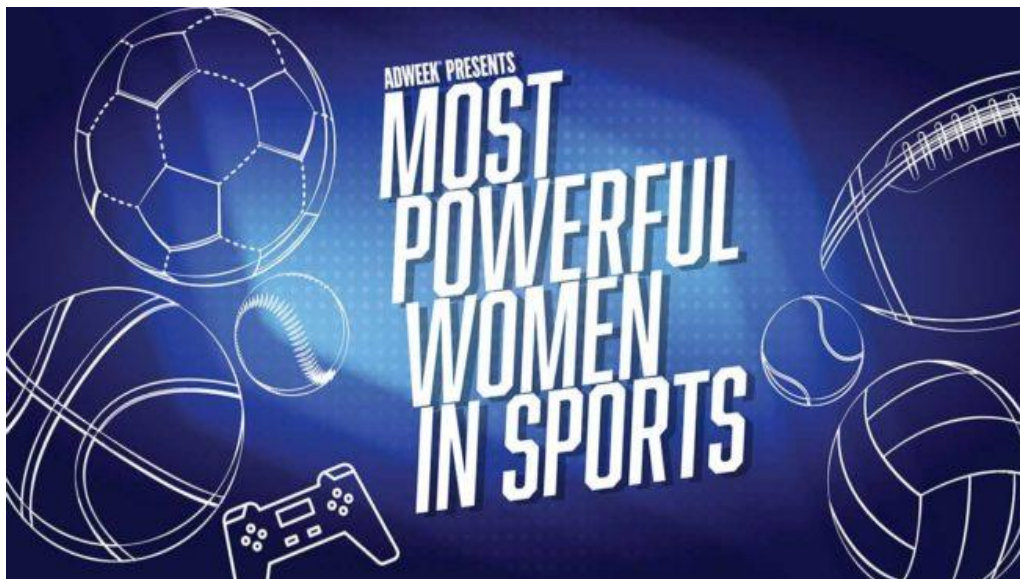




WOMEN IN SPORTS

Adweek's Most Powerful Women in Sports Are Breaking Barriers and Shattering Glass Ceilings

The 2022 group honors those blazing a trail in athletics



Adweek's Most Powerful Women in Sports honorees are breaking down barriers and redefining the sports landscape. [Adweek](#)

By [Adweek Staff](#)

12 MINS AGO

After two years of pandemic delays, cancellations and general upheaval, sports—and its rabid fan bases—are finally seeing a return to normal as we close out 2022. With sky-high ratings across all networks, expanding women's sports leagues and the explosion of sports betting, this has been a game-changing year in the space—with Adweek's 2022 Most Powerful Women in Sports leading the way. From 95-year-old Maybelle Blair working to build the

International Women's Baseball Center to 11-year-old broadcaster and reporter Pepper Persley breaking down barriers to Dany Garcia relaunching the XFL, these women are redefining the sports landscape and elevating themselves, their teams, leagues, brands and clients. We couldn't be prouder to honor this year's group, which includes our cover stars Sue Bird and Sylvia Fowles, who helped shape the WNBA while changing the world along the way. —*Mollie Cahillane*



Cassidy Lichtman

Volleyball player executive committee chairwoman, Athletes Unlimited

Rising through the ranks of Athletes Unlimited (AU), a network of four player-driven women's pro sports leagues, Lichtman now serves on AU's Racial Equity Working Group, which discusses and develops programs for athletes to address issues of equality, social justice and the LGBTQ+ community. Beyond that, becoming chairwoman of the volleyball player executive committee proved to be a significant moment for Lichtman, as athlete representation at the board level is nearly unheard of in professional sports, allowing Lichtman to inspire the next generation to break boundaries—and glass ceilings. "Every day, we do a little bit more to shatter those myths. It won't be easy, and it won't happen fast enough, but we have to keep working until we can't be ignored," she said. —*Natalie Venegas*

Advice for the next generation of women in sports: "There's a lie we've all been told different versions of: that we aren't as talented that we aren't as valuable, that they won't watch us, that we don't have the experience. The truth is it's never been about us. There are smart, talented, valuable women everywhere, and there always have been."