

# Karen Losch **PROFILE**

Karen Losch was the General Manager for Wheelchair Tennis South Africa (WTSA), a non profit company established to bring wheelchair tennis to the physically disabled in South Africa from 2008-2019.

Under her guidance Wheelchair Tennis SA grew from a handful of people to becoming one of the biggest and most successful wheelchair tennis programs globally.

Karen spent the first 14 years of her career in the pharmaceutical industry joining AstraZeneca Pharmaceuticals in 1993 as a sales representative. After 3 years she moved to the medical department where she worked as the Medical Information Officer. In 1999 Karen moved to the marketing department where spent 8 years working as a Brand Manager in the Specialty Division. She worked in both Oncology and Hospital Infections.

In 2007 Karen joined Rudy Project, an eyewear and Sunglass Manufacturer as the Managing Director. She was instrumental in setting up the structure, introducing the brand and developing the marketing and sales strategy, and joined Wheelchair Tennis SA in January 2008.

Karen won Sports Administrator of the Year at the Gauteng Sports Awards 2015 and was a finalist in 2016. Karen was also awarded the Gauteng Sports Award for Administrator of the Year in 2015, with the Federation being nominated as Federation of the Year at the G Sport Awards a number of times.

Karen held a key role in the organizing committees for all 6 International Tennis Federation Events Wheelchair Tennis ran annually, with global awards being achieved for numerous events events from 2015-2017. She also sat on the organizing committee for the Wheelchair Tennis World Team Cup in 2011.