

Ben Sandhu spent his career advising startups and accelerators in both the UK and Australia before joining Ida Sports. He is passionate about using business as a force for social change, most recently as Adjunct Professor at Monash University's Business School. He was a semi-professional cricketer who deeply understands the athlete experience, helping Ida land contracts with some of the US's largest sports retailers. Ben and the Ida team were recently accepted into the Trailblazer Venture Studio, a collaboration between the Billie-Jean King Foundation, the LA Dodgers, Elysian Park and R/GA Ventures focusing on startups delivering change for female athletes.