

**Sustainable Innovation 2023**  
***Accelerating Sustainability in the Creative Economy and Creative Industries***  
Online: 24<sup>th</sup> International Conference  
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University for the Creative Arts  
Epsom, Surrey, UK



**Leigh Burns, Founder, Lacuna Sports Ltd, UK**

Leigh Burns is the founder of Lacuna Sports Ltd, a women's performance cricketwear company created to address the massive gap in the market for female cricketers. From the very beginning, circularity has been a core pillar of Lacuna Sports' philosophy, promising to minimise decisions that negatively impact the environment and ultimately the game of cricket.

Prior to launching Lacuna Sports, Leigh had a long corporate career in global healthcare management. For 10 years, she worked for International SOS, a global travel risk management and assistance company, holding various commercial and strategic roles. Her last role was as Global Deputy Director of Product Management. Prior to International SOS, she had vast experience in the UK and US health systems, working with organisations on the commissioning and provision of effective care.

Leigh holds an MBA in Healthcare Management and Strategy from The Wharton School at University of Pennsylvania. In her spare time, she can be seen on the side of cricket pitches around the country or tootling around in her electric car, delivering cricket kit to excited teams!