



March 2025

Interview for the SheCOACH project

## Growth, Development & Unlocking Potential: Spanish Coach Marta Martínez González on visibility, role models and Empowering the Next Generation

### Marta Martínez González

*Marta Martínez is a dedicated basketball coach and educator, currently serving as the U16 Head Coach at Casademont Zaragoza while contributing to Euroleague and Endesa League scouting and individual player development.*

*She holds a national basketball coach degree and is pursuing university studies in Medicine and Psychology.*

*With extensive experience in youth development, video analysis, and scouting, she has coached at top clubs like Unicaja Baloncesto and directed youth programs.*

*As a teacher at SportCoach, she creates courses, teaches expert training, and hosts a coaching podcast, shaping the future of basketball through her leadership and expertise.*



### What challenges do women coaches face compared to their male counterparts?

Despite the rise of women's basketball and women's sports in general, barriers to equality still persist. Specifically, speaking from my personal experience, a female coach must demonstrate greater preparation and knowledge than a male counterpart to be considered for the same positions.

Furthermore, women are often confined to coaching female teams. It is rare to see a woman on the bench in youth development, let alone in high-performance or professional men's teams. I highly doubt this is due to a lack of preparation, talent, or knowledge, but rather a lack of opportunities.

Women still have to fight against gender stereotypes that, unfortunately, prevail in many organisations and limit their growth.



Co-funded by  
the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project: 101133095 — SheCOACH — ERASMUS-SPORT-2023. Website: <https://shecoach.eu>.

### **Have you ever faced discrimination or bias as a female coach? How did you handle it?**

I have experienced that discrimination when it comes to the distribution of job opportunities. As I mentioned, female coaches are assessed more rigorously than their male counterparts, perhaps due to a lack of confidence in their competence or worth. For me, this has always been a source of motivation, driving me to study more, prepare more... That is the only thing within my control: to grow, develop, and reach my full potential. Only by doing so will I be ready to respond appropriately when that opportunity arises.

### **What steps can be taken to encourage more women to pursue coaching careers?**

From my point of view, there are several key aspects to consider:

Firstly, initiatives like this, which give visibility to female coaches, will allow young girls to have role models and inspire their passion for teaching and coaching.

Secondly, we must work to reduce the dropout rate at early ages (14, 15, 16 years old). These are critical stages where players may see their personal priorities shift -friendship groups, changing interests in leisure activities, or simply academic demands pulling them away from the sport. Coaches at these ages carry a great responsibility: to ignite passion and keep girls engaged. Many of them -if not the vast majority- will not go on to play professionally, but they could become potential coaches in the future.

Finally, I believe clubs should invest in the development of their female coaches. Providing them with tools for growth, supporting them through their learning process -just as we do with players- is crucial. Coaches, too, need mentors and guides to help them along their journey.

### **What inspired you to become a basketball coach, and did gender play a role in your journey?**

The inspiration came from three key factors: First, my love for the game. The passion that basketball ignites in me makes it the centre of my life. Second, my calling to lead, teach, and create a positive impact on people -regardless of their age or gender. And third, there was one person who changed my life and made me realise my true purpose as a coach: Antonio Herrera. He taught me everything I know, not only in terms of technical and tactical knowledge but also what truly defines the coaching profession -discipline, high standards, attention to detail, preparation, and the ability to manage people. He believed in me, regardless of my gender. I have nothing but gratitude for him because, if I am the coach I am today, it is because of him.



**Co-funded by  
the European Union**

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project: 101133095 — SheCOACH — ERASMUS-SPORT-2023. Website: <https://shecoach.eu>.