

ICE SUMMIT 2022

 BUILDING TOWARDS 2026

Name:
Mary Moran

Running for the Position of:
Director-at-Large (2-year term)

Residence:
Calgary, Alberta



Relevant Education, Career and Volunteer Experience:

After a fulfilling 40-year career, I recently retired as President & CEO of Calgary Economic Development (CED) and President & CEO of the City's \$100 million Opportunity Calgary Investment Fund (OCIF).

As CED's CEO, I had the privilege of leading Calgary's community-wide economic diversification strategy entitled "Calgary in the New Economy". My strategic focus helped CED develop a more accountable and measurable approach to economic development, resulting in the attraction and retention of hundreds of companies of varying sizes, from large national and multinational companies to high growth tech companies. In 2011, I led the development of the official promotional brand for the city – "Calgary - Be Part of the Energy" and during my tenure the CED team won more than 200 marketing awards. As CEO of OCIF, I oversaw the deployment of approximately \$40 million of investment funds into high growth businesses in the Calgary market, as part of advancing the community's economic diversification efforts.

In 2018, I took a six-month leave of absence as President & CEO of CED and OCIF to serve as the CEO of the Calgary 2026 Winter Olympic and Paralympic Bid Corporation, making me the first woman to lead an Olympic Games Bid Corporation.

Prior to my combined 11-year tenure in economic development, I had a successful career for close to 30 years where I focused on branding and marketing, strategy, business development, and client loyalty for some of Canada's strongest brands, including TELUS, Canadian Airlines, Wardair and Delta Hotels. Always progressing my career within these companies, including through seven mergers, I gained in-depth experience and skills in leadership and change management, including people, culture and operations.

With a strong commitment to community building I have served on more than fifteen non-profit boards and committees with a focus on children, health, and sport. I currently am the Chair of Sport Calgary, a director for Sport for Calgary Foundation and a member of the advisory board for the O'Brien Institute of Public Health at the University of Calgary. I was also a founding board member of Active City for Calgary. In addition, I served as the board Chair for Ronald McDonald House Southern Alberta from 2007-2011, at a time when we raised approximately \$35 million and opened two new houses in Southern Alberta to better serve families with sick children.

I earned a MBA from Royal Roads University in Victoria and since retiring I completed the Institute of Corporate Directors designation (ICD.D), achieved the Indigenous Canada certificate from the University of Alberta and earned the Respect in the Workplace certificate through Sport Calgary as part of the community's more inclusive and safe sport initiatives. I am also currently studying the French language through Alliance Francaise.



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Experience Relevant to the Skate Canada Board of Directors:

As a business person with extensive non-profit governance experience I believe I can bring a unique perspective to the board of directors that will be further complemented by my understanding of the many facets of skating, my extensive exposure to sport and my Olympic Bid experience.

As a child, I skated from the age of four until I was eighteen, when, regrettably, I had a serious equestrian accident resulting in a broken foot that eventually required reconstructive surgery.

After being away from skating for many years, I was introduced to synchronized skating and have enjoyed over two decades of competing as an adult. I currently skate with the Adult SYS 1 team for Calgary Synchronized Skating Club who have been the Skate Canada Mountain Regionals champions for the last ten years. The team also was a medalist at the Skate Canada National Synchronized Skating Championships, at a time when adult teams participated in this distinguished competition.

In an attempt to give back to the sport, I volunteered as the Vice President of the Calgary Synchronized Skating Club from 2011-2015 until I had to step down due to increasing professional demands. During my time as Vice President, I was able to leverage my extensive governance experience to help bring more structure and rigour to the executive meetings, decision making and strategic discussions. At the time, the club had ambitions to become one of the premier synchronized skating clubs in western Canada. Although my tenure was shorter than I had hoped, the committed team of volunteers continues on that path and have built a collaborative and cohesive coaching team, grown the club significantly, and achieved exemplary results.

Over the last two decades I have also had the opportunity to volunteer on the organizing committees for the local level competitions and on the local organizing committees (LOC) of three Skate Canada Mountain/Western Regional and National Synchronized Skating Championships. Typically I served in the role of marketing and media relations on these committees and was focused on raising awareness of the rapidly growing discipline of synchronized skating, positioning it as an accessible and fun way to be part of the skating community.

Outside of skating, I have had the pleasure of serving on Sport Calgary's board for nine years and the boards of Active City and the Sport for Calgary Foundation for over two years. This multi-sport experience has given me extensive insight into best practices at both the grass roots amateur level right up to the high performance elite level.

Additionally, during my Olympic Bid experience I had greater exposure to the National and Provincial Sport Organizations gaining tremendous respect for their accomplishments and challenges in serving multiple stakeholder groups with diverse needs, often in the face of funding restrictions. After the local plebiscite for Olympic Bid was lost by a relatively small margin, I had the opportunity to attend the national conference of the National Sports Organizations and present the lessons learned from the Calgary 2026 Winter Olympic and Paralympic Bid Corporation.

Areas of Interest Within Skate Canada:

With my experience building community-wide strategies, I have an interest in supporting the organization in the development of its strategy for the next quadrennial. We are in an era where it is more critical for organizations to take a stronger stance on their core values and be adaptable on the journey towards equity, diversity and inclusion and safe sport.

Furthermore, having benefited from the camaraderie of skating for most of my life, I am keen to support the strategic

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imperative Skate for Life, and help make skating more accessible to more people in more places. As Canada emerges from covid people will depend on sport to be part of their physical, social and mental recovery, providing a great opportunity to grow the skating community.

Additionally, with my exposure to elite athletes across many sports, I am also interested in supporting Skate Canada in assessing the role it can play in providing elite athletes adequate support to transition from the intensity of training and competing to a life of educational or professional pursuits.

Finally, and of great importance, I would like to leverage my experience of running companies, to support the CEO, particularly during an era of vulnerability, uncertainty and ambiguity.