



## EXPLORING POTENTIAL FOR AN OLYMPIC BID: MEMBER BIOS

*Special Committee: Small group of highly qualified individuals, selected by the COC for their extensive experience in bidding and hosting Games.*

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### JOHN FURLONG

John Furlong is well known as a true champion for amateur sport and the power of the human spirit to overcome adversity. His account of leading the 2010 Games and the challenges and opportunities he has faced before and since are both deeply personal and characteristically frank. Through masterful storytelling, he inspires leaders to develop a more humble, human, raw and emotional approach to leadership.

Furlong along with Jack Poole led the 2010 Olympic and Paralympic Winter Games from the beginning of the bid phase through to the closing ceremonies. Relentless in his pursuit to deliver a Games that would touch every Canadian, he became the face and voice of the Games that would change the country forever.

His commitment to sport in Canada continued post-Games with the Vancouver Whitecaps FC soccer team and as the volunteer Chairman of Canada's highly successful Own the Podium program. As a board member for several companies -- including Canadian Tire and its Jumpstart youth sport foundation, Whistler Blackcomb and the Rocky Mountaineer -- he draws on a wealth of business acumen and deep sport and recreation knowledge. Most recently he chaired Vancouver's successful bid to host the World Rugby Seven's series starting in 2016 and leads now the Board of Directors for this exciting new annual international rugby tournament.

Always a passionate ambassador for Canada, Furlong has been honoured with numerous awards, including Officer of the Order of Canada; Member of the Order of British Columbia; Canadian of the year, Marketer of the Year; Sport Executive of the Year; The Globe & Mail's Nation builder for 2010 and one of Canada's top 25 most transformational Canadians alive.

### CHRISTOPHER OVERHOLT

With 20 years of experience in the elite echelons of the sports industry, Christopher Overholt has established himself as a leading and trusted voice in the sporting and business worlds.

Christopher joined the Canadian Olympic Committee (COC) in 2010 as Chief Operating Officer and was later appointed Chief Executive Officer in September 2011. Since then he has helped the organization achieve unprecedented growth in all areas of its business operations.

Reporting to the COC's Board of Directors, Christopher is also tasked with oversight and accountability for the Olympic Movement in Canada, all COC National Sport Development programs, its Olympic Games preparation and event operations. He leads all aspects of the COC's commercial enterprise, including: finance, human resources, IT and all sales and marketing. He and his team work closely with the COC's 52 National Sport Federations to provide the tools they need to develop the next generation of Olympians.

With an extensive background in sports sales and marketing in the United States and Canada, Christopher's business expertise is matched by his dedicated team leadership. Through his 25 years in business, he has led day-to-day business development strategy for a number of organizations, partnering with some of the world's biggest companies to leverage their brands and properties.

Prior to joining the COC, he served as VP and CMO for the Miami Dolphins, wherefrom 2006 to 2010, he reported to the CEO and served as the senior business executive responsible for all sales, digital and broadcast platforms and marketing partnership divisions. Before moving to Miami, he served as the Executive Vice-President of Business Operations and CMO with the Florida Panthers.

Overholt's career in the sports industry began with the Toronto Raptors in 1996 and he later emerged as a member of the executive team with Maple Leaf Sports & Entertainment in 1998, where he spent seven years delivering industry-leading results for the Toronto Maple Leafs and the Toronto Raptors.



Christopher holds a Bachelor of Arts degree from Western University (1987) and is a graduate of the Harvard Business School Executive General Managers Program (2001).

## **MICHAEL CHAMBERS**

For more than five decades, Michael Chambers has been a pillar for sport in Canada. Chambers served on the Rideau Canoe Club Board for 20 years until he was elected COC President in 2001. He was also vice-chair of the Vancouver 2010 Bid Committee and sat on the board of directors of the Vancouver 2010 Organizing Committee. At the Atlanta 1996 Olympic Games, Chambers was the Chef de Mission of the Canadian Team. Internationally, Chambers has represented Canada as an executive member of the Pan American Sport Organization (PASO) since 2004, and in 2008, he was elected as a vice-president of the organization, the first Canadian to attain such a position.

Michael Chambers is a senior partner with Maclaren Corlett and has been practising law in Ottawa for more than 40 years. His primary focus is on family law, civil litigation, real estate, wills and estates, elder law and not-for-profit organizational governance. Michael is a member of both the County of Carleton Law Association and the Canadian Bar Association, and is a member in good standing of the Law Society of Upper Canada. He has argued cases at all court levels, including the Supreme Court of Canada.

Chambers received the Gordon F. Henderson Award from the County of Carleton Law Association in recognition of his significant contributions to the welfare of the greater Canadian community, and was inducted as a member of the University of Ottawa's Common Law Honour Society in recognition of his key role in securing for Canada and then organizing the Vancouver 2010 Olympic and Paralympic Winter Games.

## **KATIE GREEN**

With an established track record in brand communications, government relations, media relations, crisis management, and social media - for the last twelve years Katie has built a reputation for successfully leading integrated communications planning and strategies for high-profile companies and organizations.

Katie recently joined The ALDO Group as Senior Director of Global Communications. Her strength in building strong brands and elevating their profile & awareness among press and influencers was a perfect fit for this senior leadership role overseeing ALDO, Call It Spring and corporate public relations and social media.

Prior to her work with The ALDO Group, Katie worked for L'Oreal Canada as the Director of Communications for Maybelline New York, Garnier and essie. Here she managed public relations and social media within Canada for three of L'Oreal's largest brands. Having lead and developed global best practices, large-scale sponsorships (ie. Toronto Fashion Week) and strong communications strategies, Katie and her team delivered unprecedented visibility for the brands over her five-year tenure.

From 2007-2010 Katie was a key member of the communications team for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). As Manager of Media Relations/Partner Communications Katie was responsible for supporting VANOC's reputation management and public awareness in Canada and abroad. This involved day-to-day media relations, development of the strategic messaging for the executive team and liaison for all levels of Government partners within Canada.

Previous to her work with VANOC, Katie was as a consultant with Summa Strategies Canada Inc. a boutique government relations firm in Ottawa. Here she gained extensive experience in government relations and honed a concrete background in communications.