



As a player, a coach, a volunteer, and a builder, I have an endless passion for, and dedication to, growing the game of soccer in Newfoundland and Labrador. My professional experiences in both rural and urban settings as a strategic advisor and board director to governments, private companies, and non-profits make me a strong candidate to join the NLSA's board. Most notably, my efforts in founding, developing, and growing the successful NL Cup competition show my commitment to growing soccer in the province, and my values in terms of strategic thinking, stakeholder engagement, and geographic impact.

I have kicked a ball right across the province, from St. John's as a member of club and provincial teams (U12 to Challenge Cup), to Nain, where I delivered a week of youth programming focused on health and wellness. I have also coached at the club level for both youth and senior teams. In addition to my own playing and coaching experiences I consume endless amounts of football, from watching dozens of matches in local men's and women's senior circuits, to traveling to see professional matches at every level in Canada, England and continental Europe.

My passion for the game has also led to various volunteer engagements with the NLSA, including the commissioning and oversight of a strategic review and action plan on officiating in the province, and the founding and delivery of The NL Cup-- a new provincial competition aimed at growing the sport across the province. Finally, I have completed a research dissertation on football clubs and their relationship to local communities at the University of Oxford, and have engaged with professional clubs in Europe, America, and across Canada as a researcher and a businessperson.

I want soccer in Newfoundland and Labrador to reach its full potential, for everyone. I am excited to offer my abilities and ambitions to the NLSA's board to challenge the status quo, reimagine how to get the most out of our sport, and continue to grow the game for all members clubs in the province.