

Speaker Bios



Ryan MacKenzie
Account Executive
A&C Inc.

Ryan brings his background in athletics to the partnerships team at A&C, stickhandling a wide portfolio of projects while scoring notable successes for each and every one. Working with care and precision, Ryan continues to help his clients secure high-value partnerships, including for the City of Toronto's civic programs, landing Canada's first-ever transit naming rights with Calgary Transit, and growing the revenue stream of the Indigenous Fashion Arts Festival by 200%. His hobbies include cheering on Toronto's sports teams through both the good and the mercilessly heartbreaking, and leading an active lifestyle.

Toronto Waterfront Marathon x TCS x DEC Sports



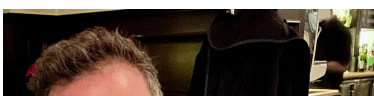
Loucas Saites
Head of Marketing Canada
TCS

With more than 25 years of experience in B2B marketing and sales, specializing in technology solutions tailored for the Canadian market, Loucas has led the Marketing function for Canada at Tata Consultancy Services (TCS) for the past 13 years. During his tenure with TCS, he's focused on driving strategic growth, strengthening reputation, and deepening relationships with a broad spectrum of stakeholders. Prior to this, he held a series of increasingly senior roles at IBM, HP, and BMC. During his downtime, Loucas indulges in his love for basketball and in the last two years has successfully completed running two marathons.



Charlotte Brookes
National Events Director
Canada Running Series

Charlotte Brookes is the National Event Director of the Canada Running Series. With 20 years of event experience, she manages the planning and production of seven races in three cities for over 50,000 participants annually, including the World Athletics Elite Label TCS Toronto Waterfront Marathon. Her main focus is on Emergency Preparedness and running our Event Operation Centres on Race Day which gained her an Industry Leader Under 40 Award from the National Center for Spectator Sports, Safety and Security and in 2019 was part of a Safety and Security Task Force facilitated by the Office of Emergency Management with ten other major events in the City of Toronto. When she's not in an Event Operation Centre, she is working with incredible partners like TCS to imagine innovative and creative new partnership activations.





Peter Cosentino

Founder

DEC Sports & Entertainment

Peter Cosentino is the Founder of DEC Sports & Entertainment, a specialized sponsorship agency that designs partnership platforms with lifestyle properties. DEC also provides sponsorship valuations and key insights to assist properties in packaging and selling their sponsorship offerings to brands seeking a specific market segment. Cosentino established the company in 2003 following an 11-year tenure in the mass media of sports and entertainment world with the Toronto Blue Jays Baseball Club under the Labatt and Rogers ownership groups. DEC has worked across several verticals, including Action Sports and Endurance Sports, Arts & Culture all while collaborating with prominent properties such as Canada Running Series, Canada Snowboard, Crankworx, World Ski & Snowboard Festival, Red Bull Crashed Ice, Cycling Canada, Canadian Opera Company and the House of Blues.

In 2020, Cosentino co-founded Inspire Athlete Management which focuses on the cycling industry. Inspire Athlete Management represents 15 cyclists from Canada, the USA and Great Britain who have achieved notable success on the global stage competing in Olympic Games, UCI World Tour Cycling, LifeTime Grand Prix Gravel Series and UCI World Cups.

Cosentino is an active volunteer with the Black Talent Initiative and currently resides in Toronto, Ontario, with his spouse Amy and daughter Dominique.



Metrolinx/Forty Creek Distillery



Nicole Moretti
Marketing Manager – Dark Spirits
Campari Group Canada

With over 8 years' experience in beverage alcohol brand management, Nicole Moretti has managed a number of the most notable and iconic brands in the premium spirits industry. Nicole has a track record of leading winning teams whose marketing efforts have been recognized by LCBO's Elsie Awards, Canadian Whisky Awards and ARF David Ogilvy Awards.



Meredith Sumner
Director, Partnership Strategy, Sales & Service
Metrolinx

A sponsorship professional with a background that spans amateur and professional sport properties, brand and now in public sector at Metrolinx, Meredith Sumner leads the sponsorship strategy for Metrolinx and the service brands of GO Transit, UP Express and PRESTO.



OFSAA x Kruzee x OVG



Megan MacKay

Director of Partnerships Development
Oak View Group Canada

Megan is currently helping drive the launch of OVG Canada, a new division of the company focused on the Canadian sports and entertainment marketplace. In her previous role, Megan built strategic marketing partnerships as part of the Global Partnerships team at Maple Leaf Sports and Entertainment. She is a graduate of the Ivey Business School at Western University and a member of the Front Office Sports Rising 25 Class of 2023.



Julia Bancheri

Partnerships Development
Oak View Group Canada

Julia is a part of the Partnership Development team at OVG Canada, focused on building partnerships across different properties in the Canadian sports and entertainment marketplace. Previously, Julia worked with the Golf Canada partnerships team for the 2022 RBC Canadian Open and CP Women's Open and graduated from the Ivey Business School at Western University in 2023.

Outside of the sports world, Julia helps coordinate corporate events with JEM events to create an elevated event experience for companies and their VIP clients.



Canadian Pickleball Association Pro Tour x HiSports x JOOLA



Christina Chin
Joola Pro Athlete
HISPORTS Pickleball Coach

Christina is one of the top pro pickleball players in Canada. She is a 2x Canadian National Champion and 6x Canadian National Silver Medalist. She is a sponsored JOOLA pro, a leading Canadian pickleball content creator (@pickleballnice, 10K+ followers), and a pickleball coach at HISPORTS in Oshawa, ON. Prior to picking up pickleball in 2020, Christina was playing hockey at York University on a sports scholarship while studying accounting at the Schulich School of Business. Professionally, Christina holds a CPA designation and works as a management consultant at EY-Parthenon in Toronto, ON.



Jonathan Tin
Chief Operating Officer
CPA Pro Tour

Jonathan is the Chief Operating Officer for the CPA Pro Pickleball Tour. He started playing pickleball in 2022 as a family hobby and has now turned his hobby into a business pursuit. He has a professional background in management consulting and corporate strategy, helping businesses plan and implement large-scale transformation initiatives. He holds an MBA from Cornell University and an undergraduate degree in Mechanical Engineering from the University of Waterloo.