



**Deidra Dionne**, Rogers Sports & Media, Senior Director, Talent Strategy & Business Relations

As Senior Director, Talent Strategy and Business Relations at Rogers Sport & Media, Deidra is a member of Sportsnet's senior leadership team and is responsible for building, implementing, and facilitating its media personality strategy. With a focus on audience engagement, content creation,

pipeline development and influencer/athlete relations, Deidra works cross-functionally with its programming, live production, revenue, marketing, and original content teams to foster Sportsnet's success.

Prior to working in sport, Deidra represented Canada at both the 2006 and 2002 Olympics, where she won the 2002 Olympic bronze medal in freestyle skiing. She spent 11 years on the Canadian National Freestyle Ski Team and won 11 world medals, including 2 World Championship bronze medals, and a member of the Alberta Hall of Fame. Deidra graduated from the University of Ottawa with a JD in law, articulated at Goodmans LLP and has contributed to Canada's Olympic coverage. Deidra believes strongly in the value of sport and contributing to the next generation of athletes. She is a proud board member with Canadian Women & Sport and a former board member of the 2019 Canada Winter Games Organizing Committee, Freestyle Canada and the Canadian Olympic Committee Athlete Commission.