



**Andrea J. Shaw – Founder & Managing Partner –
TTG Canada (comprised of TTG Partnerships & TORQUE Strategies)**

Renowned for her values-based leadership skills, Andrea Shaw truly is the driving force behind TTG Canada’s high-performance team. But that’s nothing new for Andrea – she raises the bar and inspires others everywhere she goes.

Prior to founding TTG Canada, which includes sister companies TTG Partnerships and TORQUE Strategies, Andrea was Vice President of Sponsorship, Sales and Marketing for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

Involved in the 2010 Winter Games from the bid process onwards, Andrea’s leadership resulted in revolutionary marketing and communication strategies that garnered record levels of support, participation, and investment in the Games. Andrea led the team at VANOC that oversaw the longest domestic Torch Relay in Olympic history, and that generated over \$760 million in sponsorship revenue, an amount that was, for its time, unprecedented worldwide for a Winter Olympic Games. Before spending a decade with VANOC, Andrea developed sport marketing agency Landmark Group Pacific into an industry leader, before selling it to API International, where she became Managing Partner, Canada.

Her work is driven by an aspiration to elevate the potential of sport, culture and community, which she’s done time and time again, and her vision and leadership was acknowledged recently when she was inducted into the Sponsorship Marketing Hall of Fame in 2018.