

Jacqueline Ryan – Chief Brand and Commercial Officer – Canadian Olympic Committee

Jacquie Ryan joined the COC in August 2019 after spending seven years at Scotiabank, where she was Vice President, Sponsorship Marketing, Partnerships, and Philanthropy before occupying the role of Vice President, Global Social Enterprise and Sustainable Business.

During her time at Scotiabank, Jacquie and her team secured the \$800 million Scotiabank Arena naming rights sponsorship —the largest arena deal in North American history— and led award winning NHL (National Hockey League) and community hockey marketing programs and helped lead the SCENE loyalty program to a top position in customer satisfaction.

As Chief Brand and Commercial Officer, reporting to the Chief Executive Officer (CEO) and Secretary General, Jacquie oversees the digital, brand and marketing partnership divisions of the Canadian Olympic Committee. The position is based out of Toronto, where she lives with her husband and daughter.

Jacquie is no stranger to the Olympic Movement, having been Head, Olympic Marketing, Global Brand Marketing at RBC, where she drove the 2010 Vancouver Olympic and Paralympic Games, Olympic Torch Relay business plan and marketing programs to unprecedented success. During her 12 years at RBC, she held a number of other positions, including Director, Community Marketing and Sponsorship, and Director, RBC Foundation.

An avid skier, Jacquie began her career in the ski industry in Banff, Alberta, followed by sport marketing positions at MacLaren Momentum and Lang and Associates. In 2019 she was recognized by the Hockey News as the top female (#57) on the Top 100 People of Power and Influence in Hockey. Her other accolades include earning a spot on one of the Most Influential Women in Hockey by the Toronto Star in 2018, being named as one of the top 25 (#8) Most Influential People in Canadian Sport by Yahoo! Sports in 2015 and receiving the Lifetime Achievement Award from the Canadian Paralympic Committee.

Jacquie holds a Postgraduate Diploma in Sport Marketing from George Brown College, a Master's Certificate in Marketing Communications from Schulich School of Business, and a Bachelor of Arts Degree from the University of Western Ontario. Jacquie is a CSIA Level III Ski Instructor, serves as a Board Director with the Michael Garron Hospital Foundation, and is a past Board Member of the SMCC (Sponsorship Marketing Council of Canada).