



**Kristin Crawford**

[Senior Director](#)

**YouGov**

Kristin manages client support for YouGov Canada's data products including Profiles, BrandIndex, and Global Sector Profiles; as well as several syndicated studies evaluating sponsorship of NHL, NBA and Olympic-related properties. She is also very experienced with ad hoc research, having conducted projects across a wide range of topics including: event sponsorship & satisfaction, sports participation, media consumption, home electronics, automotive, beverage, and finance. Kristin's responsibilities include all facets of project design & analysis and client onboarding & support. In particular, she is recognized for her ability to communicate complex statistical analyses in a simple, effective and engaging manner.



**Marijke Vandergrift**

Director, Corporate Partnerships

**Canadian Women & Sport**

Marijke is a seasoned relationship builder with over 15 years experience in international and national not-for-profits. Starting her career off in sport for development at Right To Play, Marijke learned firsthand the transformative power of sport to drive change around the world. Transitioning to healthcare, Marijke joined the team at SickKids Foundation before the launch of the VS campaign, the largest fundraising campaign in Canadian healthcare history, raising over \$1.3 billion dollars for children's health. Marijke built strong relationships with corporate Canada through engaging sponsorship opportunities and cause marketing campaigns, working with brands like RBC, TD, BMO, Scotiabank, Rogers, Holt Renfrew, and Air Canada, driving results for partners and contributing to SickKids' vision of healthier children and a better world.

With a track record of success creating mutually beneficial partnerships that are grounded in shared purpose and values, Marijke leads Corporate Partnerships for Canadian Women & Sport, the leading voice and authority on gender equity in sport in Canada. As a lifelong athlete, Marijke is invested in achieving equity and inclusion for women in society through the power of sport. Marijke volunteers as the Co-Chair of the Canadian Marketing Association's Sponsorship Council contributing to thought leadership in the sponsorship sector.

**Colie Edison**

[SVP & Chief Growth Officer](#)

**WNBA**



Colie Edison serves as Senior Vice President and Chief Growth Officer for the Women's National Basketball Association (WNBA). A veteran strategic leader and transformative marketer, Edison became the league's first-ever Chief Growth Officer in January 2022. She is charged with league business and strategy functions and leads efforts on all league and team revenue-generating opportunities. She is based in the WNBA's New York office and reports directly to Commissioner Engelbert.

Prior to the WNBA, Edison was with the Professional Bowlers Association (PBA), where she served as the first



female Chief Executive Officer in the organization's history. Her responsibilities included overseeing all business aspects of planning and executing key initiatives including the PBA's groundbreaking partnership with FOX Sports.

Edison also served as Chief Customer Officer for Bowlero Corporation, leading global marketing efforts and strategic growth initiatives, for the world's largest owner and operator of bowling centers.

Recognized by Sports Business Journal in its Game Changers class of 2021, Edison graduated Cum Laude with a BA in communication from Tulane University.



**Manpreet Pandha**

[Senior Manager Enterprise Sponsorships - North America](#)

**BMO**

Manpreet Pandha is an enthusiastic, innovative and results-driven people leader with 17+ years of experience in the corporate sponsorship and partnership marketing space - building brands through sponsorship strategies and integrated brand activation programming, selling concepts and leading and developing teams in large corporate environments.

Manpreet has worked for tier one organizations such as the CFL, Toronto Blue Jays & Jays Care, TD Bank Group and now BMO Financial Group where she has led cross-functional teams across the sponsorship and philanthropic landscape; developing and executing integrated marketing strategies and programs. Currently at BMO, she oversees a robust portfolio of enterprise partnerships across North America.

Manpreet is keen on building and cultivating a network of relationships with her partners, peers and leadership teams and aims to educate, inform and inspire so that people use their passion to grow and make a positive impact.



**Delly Dyer**

[Senior Manager, Consumer Brand Marketing](#)

**DoorDash**

Delly Dyer is a strategic marketer with over 15 years experience developing and leading brand marketing and communications for a wide range of multinational B2C and B2B businesses. Delly combines strategic thinking with a persuasive customer-centred approach to execution, and a laser focus on the details. Leveraging her broad industry knowledge and experience, she is also passionate about mentoring and helping develop the next generation of marketing leaders

and professionals. A champion for innovation, and research-based insights, Delly is leader who firmly advocates for testing, and pushing the envelope to find new ways to help brands move their businesses and industries forward.



**Caroline Stern**  
Sr. Marketing Manager - Infant Preschool & Dolls  
**Mattel Canada, Inc.**

Caroline Stern is a Senior Marketing Manager at Mattel where she leads the Dolls and Infant Preschool business for Mattel Canada. In this role, she is responsible for delivering business results by localizing and commercializing global marketing priorities to suit the specific needs of Canadian consumers and retailers. Caroline received her MBA from the Tuck School of Business at Dartmouth College. She serves on the Board of Directors for Amici Children's Camp Charity.



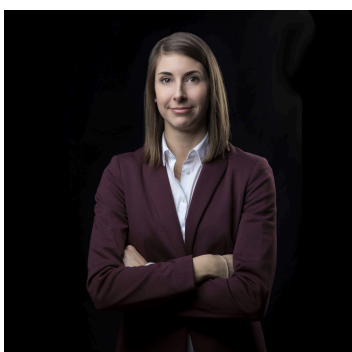
**Thomas Houlton**  
[Senior Agent, Sports & Entertainment](#)  
**Dulcedo Management**

Thomas is a Senior Sports Agent who has spent the last 5 years at Dulcedo Management where he leads the Sports & Entertainment department. He passionately guides the career advancement of a diverse array of professional athletes, with a particular emphasis on hockey (NHL/PWHL) and Olympic sports. Notable female athletes he represents include Sarah Nurse, Taylor Heise and Erin Ambrose from the PWHL. His role is primarily centred around sourcing and negotiating sponsorship opportunities, negotiating sport contracts, and utilizing his expertise in personal branding to elevate clients' profiles within and away from sport. Committed to delivering exceptional service, he possesses a deep understanding of the digital landscape, leveraging it to his clients' advantage. His specialty is securing non-endemic partnerships, expanding his clients' horizons beyond traditional sports realms.



**Norissa Samuels**  
Content Partnerships Lead  
**TikTok**

Norissa Samuels leads North American athlete partnerships at TikTok, driving the expansion and innovation of athlete-centric sports content on the platform. Her role entails direct collaboration with athletes, agencies, and publishing partners to forge strategic partnerships aimed at enhancing their visibility and impact within the TikTok community. Before joining TikTok, Norissa accumulated valuable experience in partnership and community roles at prominent organizations such as MLSE, DHL, and the 2017 Invictus Games.



**Chelsea Purcell**  
[Senior Director, Corporate Partnerships](#)  
**PWHL**

Chelsea Purcell is Senior Director of Corporate Partnerships at the PWHL where she leads the sponsorship sales and servicing staff for both the league and all 6 teams. She was formally with the PWHPA and the Canadian Hockey League. Prior to that she was a General Manager for the Markham Thunder of the CWHL where



they won the Clarkson Cup in 2018. Chelsea was a former hockey player in the CWHL and 5 season with the University of Saskatchewan.



**Nancy Lee**  
Gender Equality Consultant  
**International Olympic Committee (IOC)**

Nancy is currently working as a consultant to the International Olympic Committee advising on gender equality for the Olympic Movement. This work includes advising the IOC, International Sports Federations, National Olympic Committees and Host Organizing Committees on gender equality policies and practices related to sport, portrayal and governance. As part of that work, she introduced a model to include gender balance as one of the decision-making criteria for the development of the competition schedules for each ensuing Games. Today, she can share insights on how gender balance has progressed since Rio.

Nancy began her media career as a news reporter at the Canadian Broadcasting Corporation then moving into the radio sports department and later Head of all CBC Sports. Her role as Head of CBC Sports involved negotiating the broadcasting rights for the NHL, the Olympics, Commonwealth Games, CFL, FIFA, the Blue Jays plus multiple World Championships. Plus of course managing a staff that included Brenda Irving, Terry Leibel, Brian Williams & Ron MacLean.

Leaving CBC Nancy became the Chief Operating Officer for Olympic Broadcasting Services (OBS) – which was the Host Broadcaster for the Vancouver 2010 Olympic and Paralympic Winter Games. Her responsibility was overseeing a Games-time staff of more than two-thousand contract-employees, producing all of the live coverage for over 100 international broadcasting rights holders.

In addition to sharing her experiences this morning, Nancy is keen to know more from today's participants about your work with the sponsorship of women's sports.