



## Sophie de Goede

### Canadian Women's Rugby Team Captain

Captaining the National Women's 15s Rugby team, Sophie de Goede led Canada to a 4<sup>th</sup> place performance at the 2021 Rugby World Cup (played in 2022), and was one of five finalists for World Rugby's Women's Player of the Year. She played in front of a record crowd for an international women's 15s contest in Canada at the Pacific Four Series in Ottawa in July 2023. Sophie made her HSBC World Rugby Sevens Series debut in France in May 2023, and the team qualified for the Paris 2024 Olympics in the final of the 2023 Rugby Americas North Sevens, held in Langford in August 2023. Raised in Victoria, Sophie attended Queen's University and is a former U Sports Player of the Year.



## Andrea Shaw

### Founder & Managing Partner, TTG Canada

#### TTG Canada

Andrea Shaw founded TTG Canada as a legacy company of the Vancouver 2010 Olympic & Paralympic Games, where she was involved from the bid process onwards as the Vice President of Sponsorship Sales and Marketing. There, she led the team to secure a record-breaking \$760 million in corporate partnership revenue for VANOC. Since, and with an unwavering vision of elevating the potential of sport, culture, and community, TTG Canada has collectively raised over \$1 billion in sponsorship revenue, and serves a wide variety of brands, organizations, and nonprofit organizations with

sponsorship and marketing strategy in conjunction with marketing and consultative division TORQUE Strategies.

TTG Canada advocates and pushes boundaries as an agency highly invested in women in sport and business. Andrea is the executive lead of espnW Summit Canada and led the process of securing the proprietary rights to host the Summit in Canada for the first time in May 2023. She believes the wave for women in sport is at an all-time high and continues to champion change, providing vision and inspiration for upcoming leaders to turn inspiration into action.

Renowned for her values-based leadership skills, Andrea is the second ever inductee to the Canadian Sponsorship Marketing Hall of Fame and is excited to pave new paths as a motivational speaker.



## **Matthew Wilkes**

**Senior Manager, Corporate Partnerships**

### **PWHL**

As the Senior Manager of Corporate Partnerships for the PWHL, Matt collaborates across the league and its six teams, driving the advancement and growth of women's hockey throughout North America. With a background at Canucks Sports & Entertainment for the past 3.5 years, Matt played a key role in cultivating and fostering strategic partnerships for all of CSE's sports properties.



## **Sarita Patel**

**Vancouver Whitecaps FC Reports**

Sarita Patel currently works for Vancouver Whitecaps FC as the team's Club Reporter and has been with the Club since 2021. She works closely with not only players and coaches but with the full squad on providing fans insight onto the team's performances on and off the field.

After graduating in Sports Television and Radio Broadcasting from the College of Sports Media in Toronto, Ontario she moved to Fort St. John covering the Peace Region on CJDC-TV News before making the move to Castanet News in Kelowna where she received the Jack Webster Award for best breaking news reporting for her coverage on the Christie Mountain Wildfire which took place just outside of Penticton.

Patel has also worked for the TSN, Toronto Blue Jays, Fantasy Sports Network, Rogers Cup and Rogers TV. She also is currently on the Board of Directors for HerMark, a charity that focuses on the development of young female athletes in sport and education. Patel is an avid reader, loves her dog, Whiskey, more than life itself and hopes to make sport not only fun but a safe place for the next generation of girls and boys.