

EMILIE FURNEL

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EDUCATION

Master of Management, Innovation & Entrepreneurship, *Smith's Business School, Queen's University, Kingston, ON (2018-2019)*

Bachelor of Science, *Telug University, Montreal, QC (2011-2014)*

PROFESSIONAL EXPERIENCE

Program Manager Athlete Marketing & Olympic Legacy, *Canadian Olympic Committee, (Current Position)*

- Oversees Athlete Marketing Program, stakeholder relationships, tracking and reporting.
- Plan and execute the Olympian Legacy Programs and initiatives ensuring alignment with corporate objectives.
- Act as in-house expert and inter-department consultant on Team Canada Olympians for Commercial requests.

Corporate Social Responsibility Coordinator, *Cirque du Soleil, (2022-2023)*

- Facilitated communication with non-profit organizations and community engagement programs.
- Assisted in the implementation of community engagement programs.
- Participated in ESG restructuring and environmental initiatives.

Specialist, Marketing & Communication, *Game Plan, (2021-2022)*

- Lead content creation and marketing of national programs and events.
- Management of external contractors and Salesforce database

Sports Development Project Lead, *Eau Vive Quebec - Provincial Sport Federation, (2021)*

- Developed and wrote an Athlete Development Pathway document for stand-up paddleboard in Quebec.
- Conducted interviews and research to understand the role of the federation in growing the sport.

Project Manager, *PME MTL West Island, (2019-2020)*

- Analyzed and created financial projections.
- Identified needs and advised entrepreneurs.
- Conducted market research.

Assistant Consultant, *CANU – On-water corporate event on leadership and corporate culture development, (2016-2023)*

- Assisted in leadership and business development conferences.
- Guided participants in on-water activities

Hostess, *35th America's Cup, Bermuda, (2017)*

- Enhanced visitor experience and provided VIP lounge services.

Olympic Athlete, *Team Canada, Canadian Olympic Committee, (2003 -2018)*

- Competed in three Olympic Games, embodying dedication, and perseverance at the highest level of sport.
- Maintained long-term sponsorship contracts with major corporations.
- Resilience: Developed resilience in facing challenges, which is crucial for navigating complex situations.
- Goal Setting: Perfected the art of setting and achieving ambitious goals, essential for driving organizational success.
- Teamwork: Honed teamwork skills, fostering collaboration and unity within diverse teams.
- Adaptability: Mastered adaptability in high-pressure environments, crucial for leading through change and uncertainty.
- Continuous Improvement: Embraced a mindset of constant improvement, committed to personal and professional growth.

EXTRACURRICULAR EXPERIENCE

- **Coalition Member, *Green Sports Day Canada (Aug 2021 - Present)***
 - Engaged in activities to support sustainability initiatives within the sports sector.
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- **Spokesperson for *Le Circuit Bleu*, Fondation Charles-Bruneau**
- **Commission Member, International Canoe Federation (Sep 2021 - Present)**
 - Voting member of the Stand-Up Paddle Board commission, responsible for discussions on the future of the discipline within the International Canoe Federation
- **Certified International Technical Official for SUP by the International Canoe Federation since 2019**
- **Board Member, Réseau Éco-Sportif (Nov 2023 - Present)**
 - Engaged in environmental initiatives within the sports sector.

ADDITIONNAL INFORMATION

- **Fluent in French and English; basic proficiency in Swedish**
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