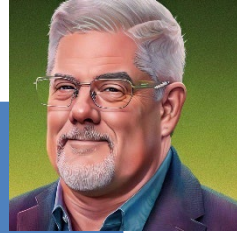


Landon French

Muskoka Lakes, Ontario

705-346-2753 · landon@frenchlodge.ca · <https://www.linkedin.com/in/landonfrench/>

SENIOR EXECUTIVE IN BOARD MANAGEMENT, SPORT MARKETING, NOT-FOR-PROFIT



Landon is a creative and driven sports executive with proven business experience valuable to private and public organizations.

He is a highly imaginative, results-oriented leader with deep roots in hockey.

His entrepreneurial drive and vast network enables him to gain consensus and deliver complex business strategies with precision, consistency, and a positive outlook.

- Business & marketing strategy
- Internal & external communications
- Board governance & member relations
- Team development & leadership
- Change management
- Government & community relations

President & CEO, Moto Canada (2022 – Present)

Developing a successful new strategy, brand and team for this 50-year-old organization has been an exciting and rewarding challenge for Landon. Working with fifteen of the world's best powersport brands, Landon has leveraged his management experience and marketing talents to revitalize an organization significantly impacted by the pandemic.

- Led the amalgamation of two outdated not-for-profits, streamlined board governance, adding an executive committee, finance and audit committee and a new membership class.
- Developed and implemented a new brand strategy, allowing the organization to grow and communicate with new audiences.
- Re-launched the Motorcycle and Powersport Shows across Canada, generating over \$4 million in revenue.
- Launched a new plan for government relations federally, provincially and municipally to reinforce the company's position of authority with government.
- Completely re-designed IT, accounting and other internal systems and processes to exceed current risk management and cybersecurity standards.
- Diversified revenue streams to leverage underutilized capabilities, generate new profit streams, and reduce risk.

President, The French Lodge Company (2016 – Present)

As leader of this private consulting company, Landon has led the development of both business lines – philanthropic consulting and maple products.

- Successful campaign manager and political consultant to Graydon Smith, MPP
- Established Together We Stand Foundation, serving as its CEO for a year while raising over \$1.4 million to support military families in Canada, recruiting Brian Burke, Chris Hadfield, Prime Ministers Harper and Martin, among others, to the cause.
- Designed the business plan and strategy for creating Henry's Foundation (now the Pixel Foundation) a new national corporate charity to support mental health for Henry's Camera stores.
- Grown the Muskoka Lodge brand of maple products with national online, in-store, and wholesale sales over \$100,000.

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President & CEO, Ontario Federation of Snowmobile Clubs (2020-2021)

As CEO, hired shortly before the COVID-19 pandemic, Landon provided the leadership and strategy to ensure snowmobiling in Ontario remained open and remained financially stable, managing an annual budget of \$20 million in revenue with \$40 million in reserves.

- Developed and implemented a unique sales plan increasing revenue by 18% during the pandemic.
- Worked with board, dealers and other OEMs to implement the strategy and support the industry.
- Led research initiatives which generated more revenue for the organization.
- Launched a new strategic planning process and business planning process for the organization.
- Brought in a new digital roadmap, public relations and customer service improvements, including web, social and call centre.

President & CEO, Canadian Tire Jumpstart Charities (2014-2017)

As President and CEO, Landon led one of the fastest-growing and most active sport and recreation charities in Canada. Under Landon's leadership and change management program, Jumpstart grew to distribute over \$20 million each year and helped more than 1.5 million Canadian children. Landon also led the growth of the Jumpstart brand which has become the most recognized charity brand in Canada.

- Reported to the Canadian Tire Board of Directors while also acting as President & CEO of the Jumpstart Board of Directors.
- Acted as lead spokesperson for the charity and Canadian Tire working directly with athletes such as Jonathan Toews, Sidney Crosby, Hayley Wickenheiser, Connor McDavid and more.
- Achieved an employee engagement score of 92% across all business units.
- Streamlined charity operations to be more transparent, efficient, and aligned with business objectives, resulting in more confidence in the charity and increased fundraising to \$22 million.
- Developed business metrics and scorecard to improve reporting to the Board and other stakeholders.
- Increased the number of community volunteer chapter chairs from 18 to 211 across Canada
- Delivered "Most Respected Corporate Charity Brand" status in 2014 and 2015

Vice President Sport Partnership & Community Relations, Canadian Tire Corporation (2010-2014)

Landon held progressively advanced positions within the corporate affairs group rising from Associate Vice President to Vice President in less than two years. He played a critical role in the growth of Canadian Tire's brand value while strengthening relationships with business partners in North America.

- Developed internal corporate sports marketing unit to manage growth of sponsorships from \$12 million to \$36 million in 2013, leading to the #1 position as Canada's most community-minded brand
- Led Canadian Tire's eight-year partnership with the Canadian Olympic Committee and several amateur sports organizations, resulting in new employee, marketing and merchandising campaigns.
- Acted as lead spokesperson for Jumpstart Charity, Canadian Tire, Sport Chek and other brands on community relations and sports sponsorships, including MLSE, NHL and Hockey Canada.
- Delivered over 500 customer-facing community events, including the re-designed and development of major vendor events and conventions with the highest-ever satisfaction rating.
- Managed over 70 marketing partnerships across all CTC banners, including MLSE, Capital Sports and Entertainment, Montreal Canadiens, Vancouver Whitecaps, Ottawa Senators and Toronto Blue Jays.
- Negotiated and managed agents and athletes such as Wayne Gretzky, Sidney Crosby, Jonathan Toews, Steven Stamkos, Brett Laurie, Christine Sinclair, Rosie McLennan and others to develop partnerships for all Canadian Tire brands.

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Owner, Great Lakes Communications (2007-2010)

As an independent event marketing, government relations and communications consultant, Landon founded and grew an advisory service for companies, associations and not-for-profit groups. Landon's work allowed clients to deliver messages that motivated audiences and influenced opinion leaders with measurable results.

- Delivered a media strategy and tour for Health Canada that garnered over \$2.3 million in media coverage, including CBC's The National and Globe and Mail.
- Campaign manager electing Peter Kent as Member of Parliament, winning an opposition-held riding by over 5,000 votes.
- Developed an Olympic Sponsorship Issue Management Strategy for The Bay, Zellers and Home Outfitters stores across Canada to help store managers solve local public relations issues.
- Designed and delivered a profile-raising campaign for Canada's largest Asian professional organization, resulting in over \$1 million in government program funding and new relationships with key ministers and staff in Ottawa and Queen's Park.
- Pitched, developed and delivered thought leadership events for McAfee Canada, which made them the top candidate for contract renewal at Queen's Park.

Director of Communications, TELUS Business Solutions (2004-2007)

Working directly with the President, CEO and other business unit heads, Landon developed a national program for customer communication, public relations and event marketing/hosting designed to strengthen the TELUS brand in business markets across Canada and in Asia.

- Led marketing and customer hosting initiatives which generated over \$6m in new revenue
- Designed hosting program for golf with Jack Nicklaus, Greg Norman, Vijay Singh and John Daly with 200 of TELUS' top customers at TELUS Skins Games in Banff, Whistler and Collingwood with 97% satisfaction rating.
- Developed external communications strategies for labour disputes, M&A activity and major business wins.
- Developed and launched TELUS Community Board program in 8 cities across Canada.
- Instituted measurement strategy to track results of corporate sponsorships.
- Recognized by the CEO in 2005, 2006 and 2007 for outstanding contributions to the company.

Senior Consultant, GPC International / Fleishman-Hillard (2002-2004)

As part of the GPC government relations and communications consulting team, Landon advised retail corporations, law firms, government, banks, and not-for-profit businesses on direct advocacy, media relations, reputation management, web communications and crisis communications for major brands like Procter & Gamble, Boeing, Nova Chemicals and more.

- Implemented a US tourism media strategy in response to the SARS crisis on behalf of Ontario's tourism marketing unit.
- Delivered an international press conference in the United States for the Canadian Minister of Natural Resources and the US Energy Secretary with less than 48 hours' notice.
- Designed and implemented a national media relations strategy and event-hosting program in Canada for the Boeing Company and the Department of National Defense, resulting in local and national media coverage.
- Achieved amendments to Bill 8, The Commitment to the Future of Healthcare Act, which allowed GE Canada to continue to provide in-house medical care for their employees.

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Municipal, Federal and Provincial Government Experience (1997-Present)

As a senior advisor to two premiers, two provincial cabinet ministers and several leadership candidates, Landon developed and managed provincial, national and international fundraising activities, campaigns, public events, and conventions for various governments, agencies and political organizations.

- Director of Tour and Events under two Ontario Premiers, managing a province-wide team that delivered fundraising events, media events, voter turnout and strategic operations.
- Communications Assistant and Press Secretary to the Ontario Minister of Transportation and Minister of Economic Development, Trade and Tourism.
- Campaign manager for Graydon Smith MPP and Peter Kent MP plus campaign advisor to Scott Aitcheson MP while campaign manager to Nicole Dason candidate for council in the City of Toronto.
- Ontario's chief political operations representative for Royal Visits, Team Canada Trade Missions, the Walkerton Inquiry, Toronto's Olympic bid, Ontario's delegation to the World Trade Centre.
- Established a national headquarters and a network of regional headquarters and shared the management of issues, media relations and convention strategy for several election campaigns.

Education

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| • Hons. BA History | Carleton University |
| • BA, Canadian Studies | Carleton University |
| • MA, Canadian Studies/Heritage Conservation | Carleton University |
| • MBA / Public Relations | Royal Roads University |
| • Certificate in Philanthropic Board Management | Institute of Corporate Directors, Rotman School of Business, University of Toronto |

References

Hayley Wickenheiser

Assistant General Manager, Toronto Maple Leafs

Honored Member of the Hockey Hall of Fame, IIHF Hall of Fame and Canada's Sports Hall of Fame

Greg Hicks

President & CEO

Canadian Tire Corporation

Pat McEleney

Executive Vice President & Partner

XMC

Other references upon request.

Landon French

Awards & Recognition

Canadian Marketing Magazine Marketer of the Year, 2013, Marketing Magazine. Led the Power of Sport program and built the Canadian Tire Sport Partnership team that grew Canadian Tire into Canada's largest supporter of amateur and professional sports.

International Association of Business Communicators, 2013. Special Events Award of Excellence – Sport Chek “Big League Experience” with the Toronto Maple Leafs and Calgary Flames.

International Association of Business Communicators, 2012. Issues Management and Crisis Communications Award of Merit for Canadian Tire Corp.'s Acquisition of The Forzani Group.

Sponsorship Marketing Council of Canada, 2012. Award of Merit for Canadian Tire NHL Jr. Skills & NHL All-Star Game Program.

Yahoo Sports, A+ Rating, 2011. Canadian Tire activation at the NHL Heritage Classic, Calgary.

Royal Roads University Chancellor’s Award, 2007. Awarded for having achieved the highest academic performance in an MBA stream.

Globe and Mail Business for the Arts Award of Distinction, 2006. Led the TELUS team that was recognized for its support for the Building National Dreams Campaign in co-operation with the Royal Conservatory of Music.

Queen’s Golden Jubilee Medal, 2002. Awarded for outstanding contribution to Canada for the design and broadcast of Queen Elizabeth’s Ontario tour.

Ontario PC Provincial Election Campaign, 1999. Campaign Rookie of the Year.