

**SAIL CANADA
BOARD OF DIRECTORS
CANDIDATE NOMINATION INFORMATION**

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*Halifax + Chester, Nova Scotia
Chester Yacht Club (CYC)*

INTEREST IN ADVANCING THE MISSION AND GOALS AND BUSINESS MODEL/PRIORITIES OF SAIL CANADA

I am a life-long sailor (the first picture of me was taken on my parents sailboat, two hours after being discharged from the hospital). I have completed multiple offshore ocean races and am a current competitor in the Bluenose fleet out of Chester Yacht Club. My dad, Bobby, has completed more Marblehead to Halifax Ocean Races than anyone in the history of the race, five of which I have done with him on his boat True North. He has competed in 55 consecutive Chester Race Weeks, many of which I have sailed with him.

I am currently the Learn to Sail Director at Chester Yacht Club and have evolved and grown the program into a fiscal centre of the club, not to mention one of the most celebrated programs in the province at this time. I also am a member of the Sail Nova Scotia Board of Directors, both the (two person) Governance Committee and the High Performance Committee.

So, while it might seem obvious why I would be interested in advancing the priorities of Sail Canada, specifically it is because I see the critical importance of Sail Canada having a board member that represents the sailing community *outside* of Halifax Regional Municipality, where the majority of our provincial sailors live and/or sail. I am deeply engrained in the South Shore sailing community and, by default, often find myself speaking up on behalf of the masses versus a smaller, concentrated group. We are all sailors - so let's appeal to all of us.

GOVERNANCE EXPERIENCE

I am a senior-level communications professional with almost two decades of progressive experience and background in public and private sector communications, public relations, brand management and issues and crisis communications.

An experienced leader and former lawyer, I have lead successful teams in both national and international communications efforts. I have worked with boards of local, national and international organizations, in times of crisis (Tyco, Conrad Black, Vivendi, Hollinger Inc.) and on board-related governance initiatives.

Currently, I am the co-chair of the Governance Committee of the Sail Nova Scotia board. Myself and co-chair Mike Evans have significantly overhauled virtually all practices within our scope in one short year, implementing fair processes for nominations, awards, and all general decision making by the board and the ED. This has been a significant effort, fully supported and applauded by board chair Eric Hill.

PROFESSIONAL AND/OR VOLUNTEER EXPERIENCE AND SPECIFIC SKILLS

In addition to operating a successful consultancy for almost 15 years, I have been a member of numerous executive leadership teams and/or a strategic advisor to clients' senior management teams. A lawyer by education, I have acted as the communications lead in both B2B and B2C-focused organizations and within government, helping to develop and execute on initiatives in support of strategic organizational goals. I am a thinker before a doer – understanding the surrounding environment, context and external forces relevant to an organization are critical before developing any effective communications plans or programs.

My current and past professional and volunteer experiences have enabled me to become a thoughtful strategic marketing leader with a thoughtful yet multi-faceted approach to virtually any assignment. I am seasoned and professional, with a clear understanding of how a variety of approaches and tools together can create for a strong success story. I am skillful in understanding a wide variety of stakeholders needs and in responding to them with the right tools—effectively, efficiently and appropriately. I am also adept in translating those various stakeholder values into meaningful and strong brand and organizational value.

EXPERIENCE DEVELOPING AND OVERSEEING THE IMPLEMENTATION OF STRATEGIC PLANS

I am currently the marketing and communications director in Eastern Canada for global real estate brokerage Engel & Völkers and as well hold the same role with Atlantic Canada's oldest home builder, Ramar Homes. I was on the team responsible for devising and rolling out the launch of the E&V business in Eastern Canada and part of the executive team responsible for growing the business across the province four-fold in two short years.

I recently concluded a long-standing consultancy role as Director of Marketing for the world's most deployed software defined monitoring and analytics solution, which began as a start-up in Gerry Pond's group of companies, Mariner Partners. Mariner Partners is known for building technology companies with themes of big data applications, software innovation, commitment to customer success and international growth markets. During my time with Mariner, I was responsible for developing and implementing all internal and external strategic plans and programs, including but not limited to marketing, public relations, media relations, stakeholder and internal communications. Working closely with Sales and Product, I directed the full cycle marketing and sales program, from creative to copywriting and graphic design to direct customer marketing outreach.

My career highlights have also included acting as Director of Marketing and Business Development at Stewart McKelvey, one of Canada's largest law firms, where I was the department lead responsible for the development and management of firm-wide national and international strategic communications initiatives. Within a complicated multi-stakeholder environment, I was accountable to all 220 lawyers and helping them reach their business goals. During my time at the firm, I led a top to bottom corporate rebrand and initiated a sweeping change to the regional business strategy that included an overhaul of positioning, identity, collateral, and supporting activities, a redesigned website and developing and executing on the firm's inaugural social media strategy, including Twitter, Facebook and blogs. Managing a regional team of seven and reporting to the regional chief operating officer, I oversaw industry trends and

monitored a multitude of external factors to ensure the messages coming from the firm are not only perfectly synchronized but also valid, impactful and perfectly tailored to our most important audiences.

Prior to joining Stewart McKelvey, and upon my return from New York in 2004, I worked with MT&L Public Relations (now NATIONAL). As the agency's senior marketing communications consultant, I successfully acted as the stakeholder relations strategist on accounts for clients in both the private and public sector including Saint Mary's University, Michelin Canada and the Halifax Port Authority. After my work with MT&L, I worked as an account supervisor to director at Extreme Group. At Extreme, in addition to acting as the agency's client media trainer, I was intensely involved as a team leader in the strategic repositioning of Nova Scotia Power, providing counsel to the senior executive team and as well in developing both internal and external communications and corporate affairs programs on a variety of initiatives.

During my time in New York, I worked with one of the oldest and largest privately owned PR firms in the world, Ruder Finn. I then moved into the world of corporate communications with Robinson Lerer & Montgomery. At RLM, I had the great opportunity to provide counsel, strategic corporate direction and crisis management support on, for example, the infamous Janet Jackson Super Bowl incident and the purchase and restructuring of Warner Music Group by Edgar Bronfman Jr.

INTEREST IN/CAPACITY TO FUNDRAISE AND CONTRIBUTE TO SUPPORTING SAIL CANADA ATHLETES AND PROGRAMS OF PERFORMANCE EXCELLENCE

OTHER RELEVANT INFORMATION

- Lawyer by education
- Excellent communications skills (written + verbal)
- Savvy with digital tools and design
- Understands and appreciates the value of teamwork and different perspectives
- Thoughtful and respectful, but to the point

Sailing background:

- Ocean racing (Marblehead to Halifax Ocean Race (five); Newport Bermuda Race (two))
- Dozens of Race Weeks (including Chester, Block Island, Figawi, Antigua)
- Fleet racing including J-24, J-29 and Bluenose
- Current owner of a Bluenose and active racer in the fleet
- Dinghy experience in racing Lasers, Laser II, Bytes
- Silver Sail (approx. 1992)
- Bronze Sail instructor (approx. 1994)
- Current Learn to Sail Director, Chester Yacht Club
- One of only two fourth generation members of the Royal Nova Scotia Yacht Squadron
- Father (Bobby Cragg) has completed more Marblehead to Halifax Ocean Races than anyone in the history of the race

- Holds current Pleasure Craft Operator Card (PCOC) and Canadian Red Cross First Aid & CPR

WHAT KEY SKILL OR ATTRIBUTE WILL YOU BRING TO THE SAIL CANADA BOARD

A different perspective of East Coast sailing community, as Learn to Sail Director at Chester Yacht Club and deeply engrained in the South Shore sailing community. We tend to think of East Coast sailing as represented by the RNSYS; however, this is not an accurate snapshot of the Atlantic Canadian sailing community. I have close, positive and productive relationships with other clubs such as Shediac (NB), Hubbards (NS), St Marg's Bay (NS) and Lunenburg (NS).

I think having a voice from outside of Halifax is critically important to the success of Sail Canada.

REFERENCE

Eric Hill, chair of the Board of Directors of Sail NS should be considered a reference.

Additionally,

"She quickly generates insightful, creative ideas that are well-suited to the environment in which they will be applied. Her unique background, which combines marketing, communications and law, along with her solid business reputation are key but, critically, she is a supreme joy to work with."