

SAIL CANADA
BOARD OF DIRECTORS
CANDIDATE NOMINATION INFORMATION

William Howard
Montreal, QC; Comox, BC
Comox Bay Sailing Association

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

Over the past 10+ years, Will has proven himself as a passionate and accomplished sailor, a high-performance race team instructor (CANSail 1-4 Instructor) for 100+ Opti, c420, and Laser athletes, and a dedicated community volunteer.

Will has shaped his character and built his community through the sport of sailing. He takes pride in promoting safety and inclusivity within the sport, particularly by encouraging diversity across all age groups. From coaching 5-year-old wet-feet sailors to guiding families and seniors with no prior experience, Will's extensive coaching background emphasizes sailing as a lifelong activity for everyone.

A personal experience as a teenager, involving a water accident, opened Will's eyes to the critical importance of diligence and safety on the water – a distinctive aspect that sets sailing apart from other sports. This experience has driven him to speak at training workshops for prospective coaches, where he emphasizes safety in sailing and brings a compassionate perspective to these crucial discussions.

Sailing offers a unique opportunity to compete in diverse landscapes across the globe, and as Director for Sail Canada, Will aims to prioritize bringing talented Canadian athletes to the world stage and increasing international competition within Canada.

GOVERNANCE EXPERIENCE

Business Owner/CEO, CV Apparel

- *Founded and sold a company in the sports apparel industry, serving as CEO for 4+ years, with key accomplishments including:*
 - Conducted all financial management activities, including creating balance sheets, income statements, cash-flow statements, forecasts, and managing capital for \$200K+ in transactions.
 - Led the development of a sponsorship and support program for underrepresented, high-potential young athletes.
 - Provided internship opportunities for ambitious students, contributing to talent development and mentorship.
 - Managed client relationships with 300+ returning clients across Canada and internationally.

Treasurer, Business Club at McGill University

- *Nominated and elected as treasurer in 2023 to serve a one-year term, with key accomplishments including:*
 - Planned and managed a budget to allocate \$100K+ in revenue for an 80+ member organization.

PROFESSIONAL AND/OR VOLUNTEER EXPERIENCE AND SPECIFIC SKILLS

Senior Consultant, JED Consulting

- *Worked for 2 years as a senior consultant. JED Consulting is a premier management consulting firm that has shaped and implemented business strategies for large organizations including TD Bank, Telus, Bell, Cineplex, Questrade, Ubisoft, and TSN. Key accomplishments include:*
 - Led mandates for large businesses across Canada, supervising 5 junior consultants. ▪ Gathered key data to develop strategic roadmaps and present the key findings to C Suites and executives.

Public Relations Manager, Comox Bay Sailing Association

- *Spearheaded and revitalized CBSA's social media presence, and led advertising campaigns for sailing programs*

EXPERIENCE DEVELOPING AND OVERSEEING THE IMPLEMENTATION OF STRATEGIC PLANS

Will's background in the implementation of strategic plans is highlighted by his experience running a business and working in business strategy at JED Consulting. Additionally, Will has also founded and coordinated a successful basketball program for youth and worked as a Strategy Analyst at an AI company in Toronto (Train Fitness).

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

Will has an interest in fundraising for Sail Canada and can help do so through his extensive network and experience in sales and customer relationship management.

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

Will offers a vibrant and youthful perspective that resonates with emerging athletes, clubs, and race teams. His passion for advancing the sport of sailing is matched by his drive to connect Canadian athletes of all ages with opportunities on the global stage. With an extensive background in sailing and pertinent education in finance and management, Will is well-equipped to support the board with effective financial diligence and strategic oversight.