



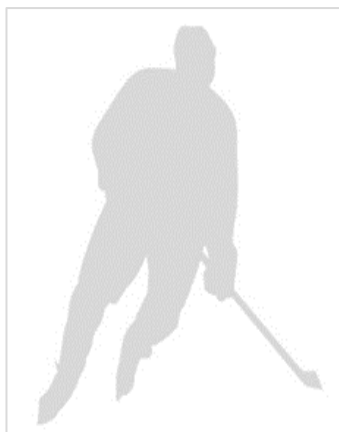
## BC HOCKEY

6671 Oldfield Road, Saanichton, BC V8M 2A1

info@bchockey.net | www.bchockey.net

Ph: 250.652.2978 | Fax: 250.652.4536

## Cecilia Ponzi



Cecilia Ponzi has been nominated for the position of BC Hockey Director and has confirmed a willingness to serve.

### Personal

Residence: **Montreal, Quebec**

Occupation: Consultant

Education: Bachelor of Commerce, Concordia University

### Employment Background

Cecilia's background includes Marketing and Communications management, Marketing Director, and as a marketing consultant assisting in strategy formation, campaign development and implementing digital marketing initiatives.

### Hockey / Sport Background

Cecilia loves the sport of hockey but has never played. She is very interested in combining her love of sports, health and fitness with her marketing and communications expertise.

### Volunteerism / Community service

- Served as Vice Chair, YWIB Committee for Women In Bio (WIB). Mar 2013 – Apr 2014. Mandate: Program Development, Sponsorship & Public Relations
- Brand & PR Advisor for Girl Guides of Canada, Quebec Chapter, Apr 2012 – Aug 2013. Mandate: Design & implement a PR Campaign to help revitalise the Girl Guide's brand image as well as re-educate targeted audience on new programs available at Girl Guides.
- Strategic Partnership Specialist for Women in Leadership Foundation, Quebec Chapter, Feb 2012 – Oct 2012. Mandate: Establish and maintain partnerships and sponsorships, Promote events to partnering corporations or organisations to increase participation.

### BC Hockey Involvement / Board

- None

### Assets for the new Board

Cecilia has the ability to provide; strategic consulting on business and marketing matters for the organisations, expertise in marketing and communications as well as experience working with and leading teams including volunteer groups, agencies and suppliers.

### Candidate's other listed attributes

Cecilia has led many marketing projects requiring accountability, risk-taking and an open mindset to be able to review where things went wrong. She believes that effective leadership requires the knowledge of the operation and strong expertise in a certain field. Cecilia offers solid expertise in digital marketing, fundraising, strategy planning, and public relations.

