

# MARCUS WONG, BA (HONS), MSC

Marcus Wong looks to bring to BC Athletics his extensive background in the strategic leadership of high profile organizations, board governance, public policy, and community leadership. Not only is he a long-time (and current) track and field athlete, but he is also a former sport administrator, coach (cross-country skiing), and internationally-certified race official (luge), having officiated at World Cups, the World Championships, as well as the Vancouver 2010 Olympic Winter Games. Leveraging his extensive experience across multiple sectors, Marcus Wong will help BC Athletics address the following pressing issues:

- Increasing membership across BC from grassroots to high performance, as well as ensuring appropriate opportunities for participants in all regions of the province
- Engaging with schools to help connect with children and youth at a critical time in their sport development, as well as helping clubs/schools produce coaches and athletes capable of achieving baseline talent identification standards and create daily training environments which support optimal and long-term athlete development
- Funding support and development of club coaches at all levels, as well as improving the quality and quantity of coaches, officials and sport science and medicine practitioners through world class training and professional development
- Advocating for the construction of quality indoor and outdoor training facilities in all regions of the province
- Providing a competitions program that appeals to a wide range of abilities and interests
- Developing an integrated performance pathway which will enable sustainable success at major competitions (regional, provincial, national, and international)
- Fostering and nurturing relationships with potential sponsors, supporters, and donors
- Developing and implement a robust and strategic succession plan to ensure the continued long-term viability of the PSO
- Ensuring that athletics in BC continues to be a safe and inclusive sport, one that is free of abuse, bullying, harassment, and discrimination

## DEMONSTRATED WORLD-CLASS GOVERNANCE EXPERTISE

Currently, Marcus Wong is finishing his first term as a City Councillor in West Vancouver. In addition to West Vancouver Council, Marcus Wong currently sits on the Board of Trustees of Queen's University, and is a member of the Capital Assets & Finance Committee and the External Relations & Development Committee. As a trustee, he oversees the overall operations of the University, including its operating budget of approximately \$700 million and approximately \$2.2 billion in capital assets (compared to the District of West Vancouver's significantly smaller operating budget of approximately \$124 million and capital assets of approximately \$736 million). In this role, he also monitors and assesses risk events/conditions that may impact the University's brand, reputation, and relationships with external constituencies, as well as the University's resource development/advancement goals.

Marcus Wong also serves as the vice-chair of the Executive Committee of University Council at Queen's University. Through this role, he advises the University's administration through the careful consideration of issues affecting the University's continued well-being and prosperity. He has framed and passed by-laws for: the appointment of the Chancellor; the election of the Rector by the students; the election of Council members to the Board of Trustees; as well as by-laws to ensure that Council was able to effectively carry out its powers and functions.

Additionally, Marcus Wong is a current member of the Greater Vancouver Advisory Board of the Salvation Army, where he advises and assists the divisional leadership on issues that have a significant impact on division-wide operations, including divisional strategy, development program, public awareness, finance, legal, and government relationships. He also helps to improve operational efficiency and effectiveness of the provision of community/social services, and the maximization of asset value to fund/support the delivery of services, so that the Salvation Army is able to give on a daily-basis: 2,740 nutritious meals to feed individuals and families, support to over 480 families; 2,002 beds for those escaping violence, addiction and cold weather; 550 emergency care packages to those in need; 420 nutritious meals for school children; and more than 2,700 pieces of clothing to those in need.

A passionate multi-sport athlete, Marcus Wong currently serves on the Governance & Human Resources Committee of the Canada Games Council, the governing body for the highest level of national competition for Canadian athletes, where he oversees risk management, strategic planning, policies/procedures, human resources, and Board governance best practices to

ensure that the Canada Games Council can maximize its operating budget of over \$2 million, as well as the successful delivery of a \$30-35 million Games every two years across Canada.

Serving as the president of the West Vancouver Track & Field Club since 2015, Marcus Wong has led the Club from being one of the smallest clubs to one of the largest in B.C., through a complete overhaul of its operations, budgeting, athlete development, training programs, and athlete/coach recruitment. He also managed the Club's revenue generation, sponsorships/partnerships, branding, website, and media relations strategy.

A firm believer in the importance of diplomacy and building strong multi-lateral relationships, Marcus Wong is also currently the president of the Vancouver Branch of the Canadian International Council, the nation's leading non-partisan, foreign policy and international relations think tank. As president, he led initiatives designed to inform and engage Canadians at all levels, government officials, business leaders, academics on pressing international affairs issues. He also implemented Board governance reforms to increase its capacity in advancing constructive discourse on how to address important Canadian foreign policy challenges.

Prior to his term on Council, Marcus Wong was appointed by the Attorney General to serve on the West Vancouver Police Board (serving as chair of the Governance/Policy Committee and the Finance Committee), where he oversaw the Department's finances as well as the development of its annual budget of approximately \$14 million. He also ensured the continued safety and security of West Vancouver by setting and reviewing the Department's policies and strategic direction through a four-year strategic plan. Most notably, Marcus Wong helped turn around the Department in 2014, when employee morale was extremely low due to widespread issues regarding sexual harassment, unfair hiring practices, and bullying in the workplace.

Marcus Wong has also served as Secretary of the Board of Impact North Shore (formerly the North Shore Multicultural Society), an agency that offers specialized settlement, English language services, integration, family programs, and immigrant-focused employment services. Marcus Wong oversaw the strategic delivery of programs and services to help over 4,500 immigrants and refugees a year successfully integrate into life in Canada, as well as 3,400 settlement clients, 1,300 English language students, 730 employment service clients, 1,030 families and youth in the schools, and 2,100 North Shore youth through diversity workshops.

Marcus Wong is a member of the Institute of Corporate Directors and has also served on:

- North Shore Committee, Young Life Canada
- Senate of the University of Birmingham
- Board of Directors of the BC Association of Police Boards
- Board of Directors of the Canadian Association of Police Governance
- Board of Directors of the Pacific Baroque Orchestra
- Board of Directors of the Queen's University Alumni Association
- Board of Directors of the BC Luge Association
- Board of Directors of the Richmond Art Gallery

## DEMONSTRATED CORPORATE LEADERSHIP EXPERIENCE

Marcus Wong has extensive corporate experience, specifically in the strategic leadership of high-profile organizations, as well as a corporate leader in strategic marketing communications and government/stakeholder relations. He gained valuable experience in diplomacy and high profile relationship-building working for the Canadian Olympic Committee and the Embassy of Canada in Washington, D.C., helping to strengthen relationships with key members of the International Olympic Committee, the World Olympians Association, Olympians Canada, and both houses of the United States Congress.

Marcus Wong has also been the corporate media spokesperson for a major utility company, has overseen government relations and federal/provincial lobbying for the entire B.C. dairy industry, as well as served as a communications advisor to several provincial cabinet ministers, notably the Minister of Finance and Minister Responsible for the Olympics.

He began his career working with high-profile clients and sectors, such as Olympic athletes, national sports teams, agriculture, natural resources, and non-profit organizations. He has a wealth of experience in developing and executing integrated marketing communications and stakeholder engagement strategies that span brand development/management, issues management, public relations, government/international relations, internal/external communications, as well as media relations.

Marcus Wong's corporate background is further supported by his ability as an analytical, unbiased, and fact-based decision-maker through the gathering and assessing of complex information, as well as the interpretation and application of legislation and regulations. Prior to serving on Council, he was appointed by the Minister of Social Development and Poverty Reduction to sit as an adjudicator on the Employment and Assistance Appeal Tribunal, a quasi-judicial decision-making body established under the authority of the Employment and Assistance Act. In this role, Marcus Wong impartially heard parties, witnesses, and evidence presented; assessed the credibility and arguments of the parties; and issued written rulings regarding decisions made by the Ministry of Social Development & Poverty Reduction to refuse, reduce, or discontinue certain benefits or supplements, under the Employment and Assistance Act, and the Employment and Assistance for Persons with Disabilities Act, as well as the Ministry of Children and Family Development that refuse, reduce, or discontinue a subsidy under the Child Care Subsidy Act.

#### THE CONSISTENT ACHIEVEMENT OF EXCELLENCE

Born in 1981 in Vancouver, Marcus Wong was raised and still lives in West Vancouver, having attended École Pauline Johnson and graduated from Sentinel Secondary School in the French Immersion program.

Marcus Wong holds a Bachelor of Arts (Honours) degree from Queen's University in political studies, a Master of Science degree in marketing from the University of Birmingham (UK), and is in the process of completing ----a Master of Public Administration degree from Harvard University in the John F. Kennedy School of Government. In recognition of his community service to West Vancouver, he was awarded the Sovereign's Medal for Volunteers by the Governor General of Canada and the West Vancouver Police Centennial Medal.