

# 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. He is currently serving his first term as a City Councillor in West Vancouver.

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 track and field in BC continues to be a safe and inclusive sport, one that is free of abuse, bullying, harassment, and/or discrimination

## A PROVEN RECORD AS A LEADER

As a leader in strategic marketing communications and stakeholder relations, Marcus Wong gained significant 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 primary media spokesperson for a major utility company, as well 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 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 currently studying at the Kennedy School of Government at Harvard University. 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.

## A PROVEN RECORD OF GETTING THINGS DONE

Marcus Wong served on the West Vancouver Police Board from 2012 to 2018 (serving as chair of the Governance/Policy Committee and previously as chair of the Finance Committee). In these roles, he led the oversight of the Department's finances as well as the development of the annual budget of approximately \$14 million. In collaboration with the rest of the police board, 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 is currently serving his second term as a member of the University Council of Queen's University (having previously served from 2008 to 2014) and is also currently serving as Vice-Chair of the Executive Committee. University Council is one of the three governing bodies of the University and in this role, Marcus Wong advises the University's administration through the careful consideration of issues affecting the University's continued well-being and prosperity. During his first term, he 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.

As the current president of the West Vancouver Track & Field Club, Marcus Wong led the strategic planning for the Club's exponential growth over the last five years, including all aspects of annual budgeting, athlete development, training programs, and athlete/coach recruitment. He also managed the grant funding applications and revenue development opportunities, including sponsorships and fundraising, as well as branding, website, and media relations/social media strategy.

Marcus Wong has also served as a board member of the North Shore Multicultural Society (serving as Secretary of the Board), an agency that offers specialized settlement, English language services, integration, family programs, and immigrant-focused employment services. Together with his board colleagues of the most comprehensive settlement organization on the North Shore, 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 previously served on:

- 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

#### A PROVEN RECORD AS AN IMPARTIAL, ANALYTICAL DECISION-MAKER

Marcus Wong's 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. He recently retired as a provincially-appointed adjudicator on the Employment and Assistance Appeal Tribunal, which is a quasi-judicial decision-making body established under the authority of the *Employment and Assistance Act*, to provide parties with a judicially impartial, fair, and transparent appeals process that is independent from the Ministry of Social Development & Poverty Reduction. In this role, Marcus Wong impartially heard parties, witnesses, and evidence presented; assesses the credibility and arguments of the parties; and issues a written ruling regarding the decision 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*.