

OCUA ANNOUNCES NEW EXECUTIVE DIRECTOR

OTTAWA, ON, May 18, 2021 – The Ottawa-Carleton Ultimate Association (OCUA) is excited to announce the hiring of Ms. Britany Gordon as the new Executive Director.

"I am pleased to announce the appointment of Britany Gordon to lead OCUA into its next phase of recovery, growth and development. Our membership will benefit from Britany's energy, passion, and wealth of experience she has garnered during her 16-year career at the national and provincial sport organization levels. Britany is well aware that her 'honeymoon' will be brief with the start of our summer session, and she is eager to get started. There is plenty to accomplish and I'm highly encouraged she will be able to work on our priority projects," said Karlis Bouse, OCUA Board Chair.

Britany graduated with a Bachelor in Kinesiology from Acadia University and a graduate diploma in Sport Business Management from Algonquin College. She brings with her over 15 years of experience in sport, events and not-for-profit association management working in such areas as governance, financial management, program development, communications, marketing, and major events execution.

"I am very excited to take on this leadership role with OCUA. It's been a challenging year for us all and I'm excited to be a part of an organization who is committed to supporting its members as we all regroup and reconnect on our journey of recovery," said Gordon. "We are all eager to return to sport and being active together; my goal is to help Ultimate grow around the municipality, to shed greater light on this great sport, and the athletes, participants and volunteers within it, as OCUA moves into the next phase. I look forward to engaging the OCUA community and its members - current and future - on this exciting journey."

Britany comes to OCUA from Ringette New Brunswick (RNB) where she has served as Executive Director since 2018. During her time with RNB her focus was on modernizing the organization, positioning it for future growth and development across the province by revamping the bylaws, policies, board structure and membership structure. She was instrumental in advancing the organization's governance, strategic, organizational and communications agendas. Also, during the past year, she guided RNB and its members through a tough Covid year by keeping track of the day by day and sometimes hour by hour changes to sport, making quick decisions to adapt and developing the plan that ensured the membership could safely return to the ice.

Prior to her tenure with RNB, she worked with Squash Canada (SC) as Programs Manager since 2016. During her tenure with SC she led the organization's events management, communications, coaching and officiating programs and was instrumental in advancing the organization's event and communications strategies. She was the main liaison and key staff member that worked with all of SC's sport development committees and was responsible for delivering on all committee projects. Her experience in media monitoring and creating and maintaining database information led SC to an increase in social media presence and expanded their reach throughout Canada and the world.

Her career has included four years with Lacrosse Canada as Events and Communications Coordinator where she oversaw the coordination of thirteen national championships, lead the redesign of their website and management of all web content, as well served as the public relations and communications coordinator for Team Canada and the organization as a whole. Britany started her sport administrator career at the Coaching Association of Canada (CAC) where she worked for seven years. During her time

with the CAC, Britany was responsible for website and social media development, and communication pieces including e-newsletters with a readership of more than 200,000 people.

Britany also has extensive experience in event management; in addition to annually managing nine national championships at Squash Canada, she has executed the communication plan on-site logistics for the Petro-Canada Sport Leadership Conference. Britany also volunteered as a member of the host organizing committee as Director of Volunteers for the 2008 Ontario Summer Games and as Assistant Manager of Venue Operations for the 2006 Ontario Summer Games.

“With Britany’s extensive knowledge of the sport industry, vast experience in national and provincial programming, relationship building, sports event management and marketing and communication strategies combined with her exemplary interpersonal and management style I believe Britany will be a pivotal leader for OCUA” said Karlis. “She brings relevant marketing and communications, event management, and program management skills that are critical to deliver on OCUA’s strategic direction.”

Britany can be contacted at britany@ocua.ca