



To: Board of Management

From: Robin D. Hale
Chief Operating Officer

Subject: **STAFF APPOINTMENT**

Date: 2010-11-02

Summary:

This report will update the Board on filling the position of Business Development Officer.

Recommendation:

It is recommended that the Board receive this report for information.

Comments/Discussion

We are pleased to announce the appointment of Mr. David Dusang to the position of Business Development Officer with the Marketing & Communications Division effective 2010-10-04.

David possesses over 20 years of senior level experience in sales and sponsorship. He previously was President of Captive Audience Media Inc. where he was responsible for advertising sales, management, and consulting for various clients including CanWest Global, Munch Marketing, and Dundas Square. Prior to this, David worked for Quebecor World (2007-2009) as the VP of Strategic Client Services where he was responsible for sales, account development, research, and management of the sales executive team.

David has also worked at Newad Media as the General Manager responsible for the sales and marketing team, and for the Global Television Network as a Consultant with the Business Development Group where he provided consulting services for the development and implementation of a media and advertising business division. Earlier in his career, David worked for the Skydome where he managed advertising, supervised sales activity, researched and developed new business prospects, and analyzed media opportunities.

David possesses a Bachelor of Commerce from the University of Manitoba, and has been involved with the 2010 Marketing Hall of Legends Sponsorship Committee, as well as the 2015 Pan-Am Games Group.

R. D. Hale
Chief Operating Officer