



2025 Board of Directors Election Candidate Bio

Name	Running for the position of	Residence
Marc Puddy	Director-at-Large (2-year term)	Mississauga, Ontario

Relevant Education, Career and Volunteer Experience:

I hold a Bachelor of Arts degree from the University of Western Ontario, where I cultivated a strong foundation in critical thinking, analysis, and effective communication - skills that have been invaluable throughout my career. My schooling laid the groundwork for an extensive professional journey in the insurance industry, where I have spent over 25 years developing a deep expertise in Enterprise Risk Management and Risk Transfer, with over 5 years of specific experience in general liability and participant coverage for non-profit and for-profit sport associations, as well as professional liability, including Directors & Officers liability coverage.

In pursuit of continuous professional growth and regulatory compliance, I've earned insurance designations across all Canadian province and territories. This includes being recognized as a RIBO (Registered Insurance Brokers of Ontario) Level Three, Principle Broker, a distinction that underscores my commitment to upholding the highest standards of ethical and professional practice. Additionally, I've been accredited by the Autorité des Marchés Financiers (AMF) in Quebec, further demonstrating my versatility and compliance with regional regulatory frameworks relating to not just Common Law but The Civil Code of Quebec. One of the significant milestones in my career is being approved as a Lloyd's of London Coverholder - an endorsement that highlights my credibility, expertise, and ability to navigate finance, complex underwriting and risk management environments at a global scale.

For five years, I specifically provided risk management advice to sport associations at the club, provincial, and national levels. Non-profit clients included Alpine Canada and Tennis Canada and For-Profit entities as well. My familiarity, particularly in enhancing risk management frameworks and ensuring robust insurance protections are in place would be an asset. Further, my role as Chairman of Ridge Canada has provided me with a comprehensive understanding of information technology and cyber hygiene. This experience is highly relevant and is a priority I am well-equipped to support.

Entrepreneurship has always been at the core of my professional identity. With Partners, I've founded and scaled several successful ventures collectively achieving enterprise values exceeding \$225 million. I believe, these successes are a testament to my ability to identify market opportunities, implement effective strategies, and build high-performance teams that drive organizations.

Beyond my professional endeavors, I'm committed to giving back to the community through volunteer work. Directly related to sport associations, my family and I have contributed time and resources to Alpine Canada Alpin, supporting the development of athletes and growth of alpine skiing in Canada. More recently, my volunteer efforts have been focused on supporting youth sports as a parent of four children involved in hockey and figure skating. This involvement has allowed me to contribute to the sporting community both as a volunteer and as a passionate parent supporter and observer, further enriching my understanding of the sports sector.



In summary, my educational background, comprehensive insurance credentials and community involvement collectively define a career characterized by integrity, expertise, and a commitment to both professional excellence and social responsibility.

Experience Relevant to the Skate Canada Board of Directors

With over 25 years of experience in the insurance industry, I've served on the Board of Directors to four private companies and currently hold two board positions; Chairman, Ridge Canada Cyber Solutions Inc., and Chairman, Steer Inc.. My background in insurance has not only refined my finance, governance and risk management skills but also provided significant expertise in conflict resolution. The nature of insurance is often characterized by contractual disputes and a need to navigate complex legal and financial ramifications from opposing views. These skills can be directly applicable, where resolving conflicts with stakeholders, sponsors, and members is crucial to maintaining a harmonious and forward-focused governance environment.

The opportunity to learn from and collaborate with esteemed board members—such as a former Premier of the province of Ontario, a former Governor of the state of Pennsylvania and first Homeland Security Secretary of the United States of America, and other members with experience at Canadian Pacific Railway and Atomic Energy of Canada Limited - has further enriched my governance capabilities. Their insights into crisis management, strategic oversight, and public accountability have significantly shaped my approach to governance.

As a Board Member, I was involved in the dismissal of a business partner, for cause, which led to a complex legal dispute in Quebec and Ontario courts. The lawsuit against the existing Board, entity, and remaining partners, was ultimately dismissed, allowing us to successfully conclude the litigation in Quebec. Navigating this case provided invaluable insights into managing cross-jurisdictional legal challenges, emphasizing the importance of clear contracts, meticulous documentation, and proactive dispute resolution. This experience has refined my approach to handling legal risks efficiently and ensuring compliance across provincial lines. I have consult and offer my expertise to businesses, including foreign companies entering Canada, sometimes serving as an interim Board member and often an ongoing Officer of these entities. My guidance focuses on navigating regulatory requirements, corporate governance, and strategic decision-making to ensure a seamless transition and compliance of operations in Canada.

Over the years, I have also built an extensive professional network across the insurance industry and beyond, encompassing leaders across many industry sectors which positions me to contribute meaningfully to Skate Canada's fundraising and sponsorship efforts. Leveraging these relationships could open doors to new partnerships, sponsorships, and funding opportunities which align with Skate Canada's strategic objectives and support its long-term, stable growth.

In sum, my combination of board experience, conflict resolution expertise, enterprise risk management skills, and a personal passion for youth sports positions me well to contribute effectively to the Skate Canada Board of Directors. I am eager to bring my governance knowledge, risk management insights, extensive network, and commitment to transparency and integrity to support Skate Canada's mission and strategic objectives.



Areas of Interest Within Skate Canada:

I'm interested in contributing to ongoing development and enhancement of; governance, fundraising, and enterprise risk management.

Governance is a cornerstone of successful organizations. I'm interested in strengthening governance frameworks, ensuring alignment with best practices and fostering transparency and accountability. By identifying area of opportunity for enhanced and guidance, I would contribute to the long-term stability at the club, provincial and national levels.

Fundraising and sponsorship are critical to all sport associations. Engaging with existing sponsors and working alongside Skate Canada executives to identify new partnership opportunities will help secure financial resources needed to advance the sport. I'd be eager to facilitate connections that align with the values and goals of Skate Canada.

Lastly, enterprise risk management is an area where my expertise in risk transfer, including liability, participant accident, Directors & Officers liability and cyber coverage can bring tremendous value. By proactively addressing risks, we can ensure a safe and sustainable environment for all stakeholders.

I welcome the opportunity to discuss these initiatives and others to determine how my involvement would benefit Skate Canada's Board and Executive.