

**Rob Guy**



Rob Guy is the Chief Executive Officer at Athletics Canada since November 2010 and former Managing Director and Board Member with Athletics Manitoba. Rob collectively has over 27 years of leadership experience in the non-profit and for-profit sectors. He has led large customer based sales and marketing organizations including founding a very successful internet based retail organization. Rob's corporate expertise is well rounded by his involvement in the sport that traces back to his days as a competitive national level athlete and as a volunteer in road running, cross country and track and field events. Rob's background in the Canadian sport community, coupled with his extensive skill set and experience in the areas of communication and marketing has strengthened existing partnerships, and fostered new relationships for Athletics Canada. Together with the Board of Directors and Member Branches, Rob creates Athletics Canada's strategic plan, goals and objectives. As Chief Executive Officer, Rob reports to the Board and oversees the overall organization to ensure Athletics Canada has the infrastructure and systems required to meet its objectives. Rob further acts as spokesperson for Athletics Canada and Athletics Canada Foundation and is the lead point of contact for strategic partnerships.