

## CHARMAINE CROOKS



**Charmaine Crooks**  
**President**  
**NGU Consultants**

### **BMO Arts, Sports & Entertainment**

Charmaine Crooks, C.M, B.A, OLY is a five-time Olympian, Olympic Silver Medalist, Member of the Order of Canada, entrepreneur, corporate director, speaker and leading advocate for sport and Athletes.

Resident of West Vancouver, BC, founder and President of NGU Consultants Inc. (1994), an international business consultancy providing strategic advisory and business development services to a variety of sectors including technology, sports and major events.

Currently a volunteer on the Telus Vancouver Community Board, Big Sisters BCLM Honorary, Canucks Autism Network, Canadian Olympic Committee, Canadian Soccer Association executive committee and a global champion for peace with Peace and Sport. Previous non-profits include Canadian Heart and Stroke Foundation, University of Northern BC, Canadian Museum of Nature and founding Right to Play International Board. As a long standing champion for bringing communities together through sport, she recently co-founded the 365 International Sport Foundation and the community cycling ride and festival, Our Cityride.

Charmaine was part of the first group of active Olympians elected to the International Olympic Committee (IOC) and IOC Athletes Commission. There she served on the founding IOC Ethics Commission and the World Anti-Doping Agency. She continues her global roles in sport as a member of the Organising Committee for FIFA Competitions and was recently appointed as the first female FIFA Match Commissioner at the recent FIFA Men's World Cup 2018.

She has helped deliver many major sport events to Canada, including as founding board member of the 2010 Olympic and Paralympic Winter Games.

A recipient of numerous honours including IOC Women in Sport Trophy, Queen's Diamond Jubilee Medal, Inductee BC Sports Hall of Fame and University of Texas at El Paso Sport Hall of Fame, and the Ontario Black History Society UN Decade Award.

She attended University of Texas El Paso on an athletic scholarship, and was recently honoured by the City of El Paso with a street named after her.

**EARLY, LASTING LESSON:** The lessons learned from life as an Olympian continue to resonate in my daily business today-- staying focused, working with great teams and being passionate about what I do.

**ON BEING DESCRIBED AS POWERFUL:** Being a role model is an honour and responsibility-- If the word powerful is used to help amplify the contributions I have made and if it impacts others, then OK with it.

**SUCCESS IS:** Doing one's personal best.