

Credential Verification – Rob Grein, Waterloo ON

Professional:

- President, PMG: PMG is a market research and strategy consultancy specializing in data analysis and business/marketing consulting/strategy (since 1993)
- 20 years leadership experience in strategic planning within financial service, technology, manufacturing, public sector and non-profit sectors
- Co-developer of behavioural modelling platforms used in customer and employee segmentation (including consumer behaviour change modelling for government)
- Strong skillset in management, data analysis, accounting/finance and executive level facilitation

Volunteer (Sports):

- 20+ year recreational and representative coaching volunteer in Waterloo (hockey and soccer)
- Head coach Waterloo United '98 female OYSL team in 2014/2015 and 2015/2016
- Head coach U21 Waterloo United's OWSL Elite team
- 10 years house league coach experience (soccer)
- 10 years HL, MD, A, AA coach experience (hockey)
- Coach mentoring
- Facilitated funding development for under-privileged youth in sports (WMHA)
- Facilitated funding strategy with City of Waterloo, Bauer, Kidsport, and JumpStart
- Developed Wolves Day and Try-it programs (WMHA)

Board (youth sports):

- President, Waterloo Minor Hockey Association (2013-2015)
- Director, AAA/AA/A hockey - Waterloo Minor Hockey Association (2013-2015)
- Alliance Hockey Rep and Rec Council member and Special Committees

Playing:

- Youth representative hockey
- 28 years competitive soccer experience (Representative level, Regional, MOSL, South-West Premier and First Division)

References available upon request