



**Pickleball Canada 2022 Annual General Meeting  
May 31, 2022  
Election of Directors - Nominee Information Package**

**Nominee Name: Jon de la Mothe**

**Letter of Intent:**

Please accept my Letter of Intent in response to your call for nominations for available Pickleball Canada Board of Director positions.

I believe that I have a strong background & passion for the sport and would provide value & support to the Board on the delivery of their key objectives.

For over 20 years I have led revenue and sponsorship operations for major media companies across Canada including Global, CTV / Discovery Channel, CBC and Rogers Sports & Media. My current portfolio includes NHL Hockey, NBA Basketball and MLB Baseball, and prior to that I held senior roles in support of the 2014 Sochi Winter Olympic Games & FIFA World Cup competitions in Brazil.

This experience has required me to manage operating & capital budgets of all sizes, manage legal files, develop new technologies, support change management efforts, and work with countless sponsorship, marketing, communication, and distribution teams on the delivery of their critical business objectives.

My love of pickleball first started on a family vacation in 2018, became amplified during the pandemic starting in 2020, and I now play with friends & family multiple times a week out of Mayfair Lakeshore and across Toronto.

I've also launched TorontoPickleballCompany.com and Pickledome.io as fun side projects with a mission to develop new courts and other exiting projects within the pickleball community across North America.

Needless to say, it would be an absolute honour to help shape the future of pickleball together with the board and key stakeholders of Pickleball Canada.

Sincerely,

Jon de la Mothe

## **Nominee Bio:**

As Vice President, Revenue Operations, Jon de la Mothe oversees revenue management, reporting, adops and techops for digital, linear television, over-the-air radio, and out of home platforms for the Revenue Team, at Rogers Sports & Media.

Rogers Sports & Media properties include 23 conventional and specialty TV channels including Sportsnet, 29 local TV stations, 56 radio stations, 3 OTT services, 2 podcast networks, the Toronto Blue Jays, Rogers Centre, Today's Shopping Choice, a multi-platform original content studio, and a data platform enabled by millions of Canadian consumer touchpoints.

With 20 years of industry experience, Jon was most recently the Vice President, Technology & Media Platforms at Mediative, a Yellow Pages company. He oversaw the product, publisher, ad operation and technology teams and was responsible for the company's supply, demand, & data platforms.

Prior to that Jon was at the Canadian Broadcasting Corporation (CBC) as Director, Media Innovation & Technology where he managed ad operations, innovation, digital production, and content partnerships for CBC's Revenue Group across CBC online, mobile, and emerging platforms.

His time at CBC was capped by successfully executing the Sochi 2014 Olympic Winter Games, CBC's final NHL Season and Stanley Cup Playoffs, followed by the FIFA World Cup in Brazil. During his term he led major partnerships with Youtube, Microsoft, TSN, Blackberry and Twitter.

His background also includes:

- 4 years at CTV managing Discovery Channel's digital business & operations, and developing Discovery's first broadband video & mobile services.
- 6 years at CanWest Global helping launch, and re-launch GlobalTV.com, canada.com, Nationalpost.com, the Southam Newspaper Network and Dose.ca.
- 3 years agency side, part of the Grey Interactive team in the late nineties.

Outside of work, Jon enjoys spending time with his family, gardening, golfing, and playing PICKLEBALL whenever he can!

## **Nominee Resume:**

### EMPLOYMENT

#### **Rogers Sports & Media / Sportsnet / CITY TV / 680 News**

Vice President, Revenue Operations

(July 2019 to present)

Senior Director, Ad Product & Operations, TV, Radio & Digital

(September 2014 to July 2019)

- Lead 160+ information technology professionals in support of our National & Regional business objectives (\$800+ million & 35k hours automated) for Digital, Linear TV, OTA Radio, and DOOH platforms serving over 20 million Canadians.
- End-to-end accountability for hardware & software systems including Salesforce CRM, Order Management Systems, Customer Data Platform & ID graph, Campaign Management & Delivery, ETL Logic, and BI Tools.
- Strategic direction for our current ad technology architecture with a mandate to reduce and optimize systems to drive business growth and efficiencies.
- Responsibility for Hardware & Software Operating budgets (\$15 million+ annual) and Capital Investments (\$10M+ annual).
- Key collaborator with Rogers IT, Security, Consumer, R4B, Regulatory, Legal and Privacy teams in support of Media and One Rogers priorities.

#### **Systems of Record:**

Salesforce, S4M, Cadent, Wide Orbit, Ayuda, Google Ad Manager, Freewheel, Adswizz, Index Exchange, Magnite, Google 360, Simpli.fi, Adelphic, Informatica IICS, Domo, Power Bi, Hadoop, Microsoft Azure, K2, Anaplan

#### **Mediative (a Yellow Pages company)**

Vice President, Platforms & Technology

(September 2014 to present)

- Responsible for product, publisher services, ad operations, & technology innovation teams for Mediative across YP O&O and Partner properties.
- Key executive in 20-month turnaround to streamline the business (30% resource reduction & 20% revenue increase).
- Rebuilt supply and demand side platforms for private & open markets to drive 76% programmatic STR and 40% increase in exchange revenue.
- Integrated business systems (Salesforce, Operative, DFP/DBM, BI) reducing month end billing process from 10 days to 1.
- Developed MPN, a proprietary big data and recommendation platform for Mediative national & YP local campaigns, and completed 3rd party ad server & bidder integrations.
- Technology lead on the acquisition of Juice Mobile, a \$35M transaction that contributed a significant increase to YP's public value in the first month.

#### **Canadian Broadcasting Corporation (CBC)**

Director, Media Innovation & Technology

(May 2010 to August 2014)

- Responsibility for digital ad operations, product innovation & strategic partnerships for CBC Television, Radio, Digital & Emerging Platforms.
- Led Sochi 2014 Olympic Winter Games, Hockey Night in Canada, FIFA World Cup projects
- Developed GEM Network, premium 3rd party representation network.

- Developed CBC programmatic platform & demand strategy, CBC Private Exchange & Canadian Premium Audience Exchange (CPAX).

### **Discovery Channel Canada (CTV)**

Executive Producer / GM Digital

(July 2006 to April 2010)

- Rebuilt Discovery Channel Canada digital business reaching first time profitability.
- Launched Discovery's first broadband & mobile video services.
- Developed content delivery models for Google, YouTube, Facebook & Twitter.
- EP of 60+ episodes of Cooler Facts & Webnation, original web series.

### **CanWest Global Communications**

(January 2000 to July 2006)

- Director, Integrated Sales for Dose
- Responsibility for integrated sales channels, ad operations & innovation for major print & digital platforms product launch.
- Developed Canada's first cross carrier mobile content platform (web & SMS)
- Director, Marketing & Partnerships for CanWest Interactive & CanWest Media Sales.
- Re-launched canada.com platform (100+ websites) as "Canada's #1 News Website."
- Implemented common audience data platform (2M profiles).
- Digital lead for national integrated sales and promotion activity for CanWest in Canada.
- Responsibility for online ad operations & sales production.
- Manager, Ecommerce & Relationships for Global Television.
- Responsible for partnerships & marketing for the national launch of GlobalTV.com.
- Managed Integrated Features across broadcast & web platforms.

### **Grey Advertising (Interactive)**

Senior Business Development Manager

(July 1997 – January 2000)

- Managed digital strategy and execution for Polaroid Canada, Human Resources Development Canada, Molson Breweries, Toyota Canada and Epson Canada.

### **Future Skills, Just New Releases**

From laser disks, to the development of 100 retail store footprint & national customer database.

(1992 – 1997)

### EDUCATION

#### **Conestoga College of Applied Arts & Technology**

Marketing 1991/1992

### AWARDS & COMMUNITY INVOLVEMENT

- Founding Tournament Chair 11th Annual dotcom Classic Charity Golf Tournament
- 1999–2001 Board Member, Learning Enrichment Foundation
- 2002 Izzy Asper Award Winner, CanWest Global Communications Inc.

- 2006 Media Innovation Award Kit Kat Mobile
- 2008 International Emmy Awards Jury Interactive
- 2008 Gemini Best Cross-Platform Project Racetomars.ca
- 2009 Media Innovation Award Canadian Tire - Canada's Worst Handyman
- 2010 Augmented Reality Toronto Devcamp Organizing Partner
- 2010 Mobile Marketing Association Awards Jury
- 2012 President's Award Nominee for Technological Innovation CBC
- 2014 Member Television Bureau Canada (TVB) Digital Committee
- 2015 Program Advisory Committee, Centennial College, Interactive Media Management
- Member IAB Canada (Mobile, RTB, Publisher Committees)

## Testimonials:

“Jon de la Mothe is one of the most creative and strategic digital innovation leaders in Canada. During his tenure at CBC, Jon led the ideation, management, and rollout of many new digital and media product opportunities. All of these were focused on creating value propositions for the CBC National, Regional and Digital Sales teams to take to market and generate revenue for CBC. Jon initiated a number of successful strategies including the Gem Network, CPAX and the multi-platform Sochi Olympic offering for English and French Canada. He also was instrumental in introducing/implementing Programmatic for CBC’s Digital offerings.” **Sandra Hammond, CBC**

“Jon’s capacity to build lasting and meaningful relationships and his ability to strike successful partnerships is a direct result of his extensive understanding of the digital media business coupled with his deep knowledge of the complex underlying technologies. This talent puts him in a unique position to facilitate transactions in the evolving digital landscape.” **Andrew Casale, Index Exchange**

“With a thorough understanding of monetization platforms, content management systems, audience insights and a myriad of other complex technology spaces, Jon has also maintained a track record of coming up with new and exciting ways to apply the technologies that he understands so well.” **Rory Capern, Google Canada, Twitter Canada & Pelmorex**

“Jon has helped me develop a more broad and balanced view of the technology landscape in the Canadian market. His understanding of technology companies and his ability to use those technologies to develop online digital experiences will amaze.” **Jerome Carron, Microsoft**

“He brought great skill and enthusiasm to every project which was infectious. We were developing new products almost weekly and Jon was a wealth of both ideas but also the essential element of proper execution.” **Gary A. Maavara, Corus Entertainment Inc.**

“I have thoroughly enjoyed working with Jon as he brings much experience, and a trusting approach to every deal we work on. He understands the importance of effective communication and the importance of developing a clear structure that delivers complimentary value to our companies. Jon has incredible knowledge of the digital industry in Canada and the key players and trends in the market.” **Matt McKenzie, MSN, Kijiji Canada**

“One of the finest qualities that I saw first hand is his ability to prepare and communicate the technical challenges we faced while simultaneously coaching and encouraging a young vibrant sales force. Many of those sales people today would cite Jon’s assistance and guidance as the foundation to their current digital media careers.” **Greg Morton, Post Media, Flexitive**

“I’ve done work for Jon at both CanWest and Discovery Channel, and have been thoroughly impressed by his intelligence, attention to detail, ability to strategize and, and manage vendor relationships to get results. He knows what he wants, and he knows how to get it, all the while maintaining good productive relationships!” **Jeff Quipp, Search Engine People Inc.**

“Jon is an exceptionally talented creative new media producer. He was head of the impressive interactive team at Discovery Channel for the past 4 years, where he set the bar high, bringing to life dynamic and viewer-friendly interactive initiatives. He eagerly shared his knowledge, enthusiasm and passion for all things new media and quickly became the go-to maven for all teams and departments. Jon’s calm demeanor and wry humour made him a joy to collaborate with.” **Bruce Glawson, Discovery Channel**

“Jon spearheaded the launch of the first interactive sales team operated by a broadcaster in

Canada - CanWest Interactive. As my first and most significant hire, Jon took the lead in the launching and optimizing of CanWest's sophisticated on-line properties. His creativity, enthusiasm and unmatched understanding of the Digital market was the genesis of ideas that grew from what was Globaltv.com. Jon is a terrific Team player who is capable of leading his peers to greatness - as he did for us at CanWest Global over ten years ago. I look forward to the opportunity of working with Jon anytime. He is truly one of the best digital minds in Canada today." **Bryan Press, CanWest (now @ NABs)**

"Jon is one of the most dynamic and talented people with whom I have worked. He is on top of technical trends and the future of the web and wireless and is able to convert this knowledge into effective vehicles for advertisers." **Dave Stevens, CanWest (now @ Munich Re Canada)**