



**Pickleball Canada 2025 Annual General Meeting
June 26, 2025
Election of Directors - Nominee Information
Package**

Nominee Name: William Nickerson (Ontario)

Executive Bio:

Through my work as an Associate Consultant with GGA Partners, I have a great deal of experience in strategic planning for golf, tennis, and business and social clubs, working closely with Boards and management teams to shape long-term direction. I've helped clubs develop detailed strategic plans grounded in stakeholder feedback and market research, and I've built financial models to support operational performance and capital planning. These experiences have given me a deep appreciation for the complexities of recreational sport governance, and I am confident these skills will support Pickleball Canada in setting and pursuing a clear, forward-looking strategy. I'm a two-time Nova Scotia Junior Open tennis champion, a three-time competitor at Tennis Canada Junior Nationals, and a former varsity tennis player at Western University. I'm also a certified tennis instructor and, more recently, have begun playing pickleball competitively, in addition to supervising and coaching pickleball classes at my gym.