

DONALD E. BLACKLOCK

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May 3, 2019

Steve Stenersen
World Lacrosse
2016 Diamond Creek Drive
Colorado Springs, CO
USA 80921

Dear Steve:

Please find enclosed my CV for the position of Technical Director with World Lacrosse. I want to continue be part of the World Lacrosse's drive towards Olympic inclusion as we further develop the organization and continue to evolve and grow the game internationally.

I have been part of the FIL and now World Lacrosse for over eleven years, first as the Chair of Men's Officiating, and for the last two years as the FIL's Technical Director. In that time, I have overseen the phenomenal growth of the game with the panel of officials expanding from twenty-three to near one hundred and a support team exceeding twenty at our World Championship. Ensuring that we have the right approach, metrics, policies and governance has been key to facilitate and support this expansion. During my tenure, working across the game I have worked with the many committees within the technical portfolio to modernize the game, ensuring that it continues to meet the demands of the members and the needs of the player. My appointment of the first Education and Training Chair has allowed World Lacrosse to begin to look at effective education programmes to understand how we can impact the education of officials around the world.

I have led initiatives to harmonize and further develop a cohesive officiating and rules programme across all domains. We have developed a comprehensive competency-based framework that will help officials progress along the Officiating Pathway as they continue to grow into international officials. We appointed our first Chief Medical Officer who is now leading our review of player injuries to ensure that we can provide a safe playing environment and continues to contribute to the development of rules and policies to ensure this.

I continue to evolve our commitment to clean sport through the leadership of our Anti-Doping programme including the introduction of mandatory education for competing athletes and soon the introduction of an education programme for our members. I work with our staff to ensure we remain compliant and continue to work with our partners including WADA and other international federations to ensure that World Lacrosse remains a clean sport.

I have a passion for sport but understand that passion alone is not enough. I have strong business acumen and for the past two years I have significantly contributed at the Board level through effective leadership and working with fellow Board members and colleagues throughout the organisation to identify and deliver ways of improving the sport's effectiveness and growth around the world. I have worked on sub-committees to hire staff, data compliance, or to review digital strategies that help World Lacrosse as we become a world leading sporting organisation.

I know that I can continue to make a significant and lasting contribution to World Lacrosse in the continually shifting international sporting landscape. I would welcome the opportunity to further expand on my experience and look forward to speaking with the membership.

Sincerely,

Donald Blacklock

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PROFILE

A dynamic and resourceful natural leader with extensive international experience in business and sport management, who is a highly driven results-oriented individual, who consistently works well with colleagues and key stakeholders at all levels. Proven ability in successfully developing, leading and managing the development of strategies and programmes at national and international levels and client relationships. Involved in lacrosse as a player, official and programme leader for more than 35 years.

CORE COMPETENCIES

- A trusted, driven and decisive leader who has over thirty five years' experience in sport, business and the business of sport.
- Extensive experience of writing and successfully delivering strategies and structures in sporting and business environments
- A confident, enthusiastic presenter with the ability to motivate and inspire individuals and teams
- A lateral thinker with an extensive knowledge of programme management and development requirements. Skilled at managing change in a volunteer led environment.
- Proven ability to multi-task and coordinate complex projects, with a flexible and decisive approach to change management
- Strong IT skills with advanced MS Office, MS Project, working knowledge of accounting and CRM software products
- An effective communicator with a well-established network of associates and colleagues leading and developing programmes across sport
- Extensive experience developing and managing a wide-ranging volunteer and paid staff network to deliver key corporate objectives
- A dynamic and effective team builder who works to creates consensus in a trusting, effective and productive environment

SPORTS MANAGEMENT HISTORY (VOLUNTEER BASED)

World Lacrosse

New York, New York, USA

2008 - Present

Board Member - Technical Director

2017 - Present

To lead and develop a professional, high-performing technical programme ensuring the effective, efficient and economic delivery of investment and support programmes.

- Lead the Technical areas of Officiating, Rules, Education and Training, Anti-Doping and Medical
- Contribute to the effective leadership of the organisation as a member of the Board; working with colleagues throughout the organisation to identify and deliver ways of improving the sport's effectiveness and growth around the world
- Appoint, lead, provide direction to interdisciplinary technical and strategic support functions (Men's, Women's & Indoor lacrosse) Officiating and Rules, (performance monitoring and evaluation), Education & Training, Medical to ensure continued improvement in the sport's programmes'
- Shape the development of the FIL's Strategic initiatives as it moves towards Olympic inclusion
- Consult with the Senior Management team on digital strategies, appropriate vendor selection,
- Manage the ongoing strategic development and operations of the FIL Anti-Doping Programme, Chief medical Officer, governance, health and safety of all programmes
- Provide subject matter expertise to assist in establishing officiating programmes throughout the world in emerging lacrosse nations. Teach referee courses, consult with national governing bodies on the design and implementation of officiating programmes and accreditation systems
- Establish and oversee the strategic planning for officiating, concentrating on international program development and delivery
- Assist in the hiring of full-time staff for the organisation

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Federation of International Lacrosse

Toronto, Ontario Canada

2008 - 2017

Chair of Men's Officiating (Appointed Volunteer Position)

As the Chair of Men's Officiating, I was responsible for the development and training of international officials for all disciplines of men's lacrosse including the selection and management of officials and assessors for Men's World Championships'. Led a committee that established and maintained qualification standards, training curricula and testing for World Championship officials.

- Oversaw the officiating function including selection of officials, allocations, and quality assurance of the referee assessment process at all Men's World Championships
- Established and oversaw the strategic planning for officiating, concentrating on international program development and delivery
- Developed and maintained policies as related to officiating for the Federation
- Provided subject matter expertise to assist in establishing referee programmes throughout the world in emerging lacrosse nations. Teach referee courses, consult with national governing bodies on the design and implementation of officiating programmes and accreditation systems

England Lacrosse Association

Manchester, England

2007 – Present

Referees & Rules Committee Member – (Appointed Volunteer Position)

Working as part of the appointed committee responsible for the England Men's National Officiating Programme, the committee sets the overall direction of officiating for all levels of men's lacrosse. It develops certification criteria, allocates officials to County, National, European and International competitions, develops and delivers referee training courses and manages the rule change process.

Sports Officials UK Ltd

Sturnminster Marshall, England

2014 – Present

Independent Director

SOUK is the umbrella organisation that supports the development of sports officials generically throughout the UK. Appointed by the Board.

SPORTS PROGRAMME DEVELOPMENT

- Oversaw the creation of a competency based officiating pathway for use throughout World Lacrosse
- Currently developing the a WADA compliant athlete education programme for use
- Collaborated as one of the functional leads for England Netball's Strategic and funding bid creation, with specific responsibility for the research, design development and delivery of the Digital, Engagement and Data Strategies
- Successfully led domestic and international multi-faceted officiating programmes for organisations such as England Netball, England Lacrosse, Canadian Lacrosse and the Federation of International Lacrosse
- Led the development of the inaugural FIL Officiating Strategic Plan bringing together the Men's, Women's and Indoor sectors to develop a common approach to how programmes are managed and developed into the future.
- Revised and initiated appropriate policies, procedures and role specifications to maximise governance and programme transparency and to meet government regulations
- In consultation with Netball Europe's Officiating Director, I provided subject matter expertise on the creation of a new officiating programme structure to support the appropriate management of the regional officiating function, including the implementation of effective quality assurance controls and processes
- Worked in collaboration with the insight teams to conduct broad studies across England Netball to understand critical participation elements, to shape current and future programme needs, initiatives and strategies

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PROFESSIONAL EMPLOYMENT HISTORY

Azolve Limited

Glasgow, Scotland

2018 - 2019

Engagement Manager

Specialising in the design and development of SaaS membership management and client engagement solutions to a wide range of international commercial businesses, government organisations, education providers, sports governing bodies and charitable organisations, I was responsible for the programme management of all customer projects and key account management across a wide portfolio of clients.

- Key account engagement of selected tier-1 National Governing Body clients positioning Azolve's solutions as a strategic partner within those accounts and become a strategic player in the market
- New customer engagement through the complete implementation cycle; lead the Project Implementation Team responsible for successful and timely delivery of Azolve solutions;
- Build and develop a project implementation team of eleven staff allowing them to take increased responsibility of projects
- Continually assess the Project Implementation process to streamline and reduce Azolve project resource requirements, but maintain and improve customer satisfaction;
- Play an active part in assisting the Azolve board on the direction of the company, product roadmap and development of Azolve solutions to become a leading strategy platform for the sporting marketplace

England Netball Association

Loughborough, Leicestershire England

2011 – 2018

Digital Innovation & Transformation Manager

2016 - 2018

Reporting to the CEO and working with the Executive Team, I was responsible for managing the digital transformation strands of the "Your Game Your Way Strategy", which are integral in the development of a new digitally focused culture, which harnesses technical innovation to deliver agile, responsive and simple-to-use services and solutions to the business, external stakeholders, or customer engagements.

- Conceptualise, scope, define, and execute various types of strategic and operational digital transformation initiatives or projects, ranging from customer experience to operational strategy including process Improvements across the business aimed at achieving the strategic and financial objectives of the business
- Champion the development of systems thinking, innovation and communication competencies across the business with a focus on the driving of a coordinated approach to project management and sharing of knowledge across the business reducing silo-based thinking and working
- Ongoing scan, assessment, and business case development of emerging digital technology trends and relevancy to England Netball's long-term digital transformation vision
- Lead on the review and subsequent Tender for a new CRM and knowledge management system

Officiating Manager

2011 - 2016

As the officiating Manager, I was responsible for the domestic and international officiating programme, comprised of over 8000 thousand umpires, tutors, assessors and regional administrative leads.

- Manage, develop and mentor a staff of two direct reports and a volunteer workforce exceeding twenty-five
- Develop and manage the implementation of the Officiating Programme's Strategic Plan
- Provide strategic leadership and advice to the officiating workforce across England Netball
- Monitor, review and oversee current officiating achievements, policies, processes and working practices
- Manage the Performance Officiating Programme including officials, coaches and mentors
- Work with the England Netball High Performance Programme to look at common approaches for athlete development principles and their application in an officiating environment
- Responsible for the development of new officiating resources, education workshops and conferences
- Review performance of officials through video analysis and on-court assessment
- Lead the multidisciplinary Officiating Forum Strategic Group reporting to the EN Board of Directors

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Freudenberg Filtration Technologies

Elland West Yorkshire, England

2006 - 2011

Key Account Manager

Responsible for a portfolio of significant automotive manufacturing customer relationships within England. As a strategic business partner, I provided a suite of managed filtration and facilities management solutions optimizing the customer's production environment, enabling them to achieve increased manufacturing quality with associated cost savings.

- Managed on site staff at each Key Account to develop and implement key business strategies focusing on customer satisfaction, account growth and profitability
- Initiated and managed projects at customer locations from initial scope definition to final deliverables

PROFESSIONAL DEVELOPMENT

University of Salford	Masters – Sports Directorship Dissertation – Towards a Digital Maturity Model for Professional Football	2017 – 2019
Prince2 Foundation	Prince 2 Project Management Qualification	2016
England Netball	Code of Conduct/Disciplinary Hearing Training	2014
Edinburgh Business School	Certificate in Project Management	2008
Georgian College	Information Security-Post Graduate Diploma	2000 - 2001
York University	Major in Administrative Studies	1987 - 2005