

## Scott Furman



Scott is a Business Administration college graduate, originally from the small farming community of Strathclair, MB. He now lives in Winnipeg with his wife Pat and three children Andrew, Patrick and Abigail. Hockey, particularly at the foundational / local level, has always been a passion for Scott, and he continues to play and coach his children's hockey teams. Prior to joining Hockey Canada, he spent 17 years with Hockey Manitoba, most recently as Director, Operations. In addition to his experience at the Member branch level, Scott was also on the host committees for the 2007 IIHF World Women's Championship and 2011 World U-17 Hockey Championship.

He joined Hockey Canada in 2019 as the West Regional Director within the Member Engagement Department. In addition to specific responsibilities within this role, Scott was active in a number of initiatives to advance the game such as Return to Hockey (from Covid-19), Maltreatment Rule 11 and discrimination national tracking, and the development of Hockey Canada's Growth and Retention Strategy.

Scott was announced as Hockey Canada's first-ever Vice President, Growth and Retention in March 2023, and is responsible to lead the development and delivery of strategic growth and retention objectives in collaboration with Members, internal department leads and other key stakeholders. Using a participant-focused approach, this includes prioritizing initiatives, areas of focus and best practices based on internal / external data and research in order to remove barriers, enhance experiences and create safe, fun, and inclusive opportunities in hockey for all Canadians.

Scott received Hockey Canada's Hal Lewis Award in 2020, which recognizes a Member staff person who best exemplifies the commitment to the values and objectives of Hockey Canada.