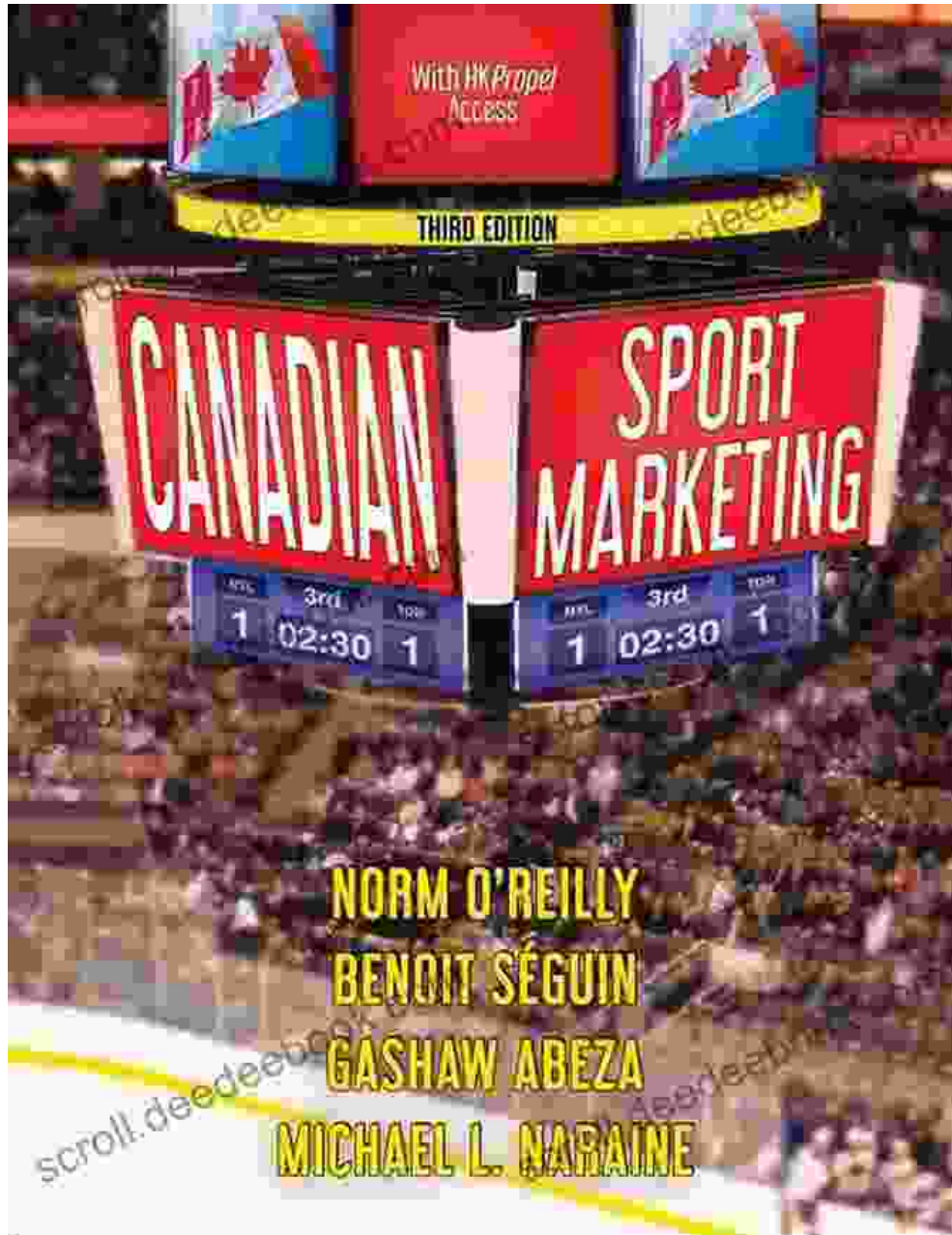


Norm Reilly: A Trailblazer in Canadian Sport Marketing



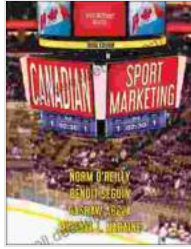
Canadian Sport Marketing by Norm O'Reilly

★★★★★ 5 out of 5

Language : English

File size : 10354 KB

Text-to-Speech : Enabled



Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 400 pages
Lending : Enabled



Norm Reilly is a Canadian sport marketing executive who has played a key role in the development of the Canadian sports industry. He has been involved in the marketing of some of Canada's most iconic sports brands, including the Toronto Maple Leafs, the Toronto Blue Jays, and the Canadian Olympic Committee.

Reilly was born in Toronto, Ontario in 1948. He graduated from the University of Western Ontario with a degree in physical education. After graduation, he worked as a teacher and coach before moving into the sports marketing industry. In 1978, he joined the Toronto Maple Leafs as their director of marketing. He later moved to the Toronto Blue Jays in 1989, where he served as president and CEO until 2001. From 2001 to 2012, he was the president and CEO of the Canadian Olympic Committee.

Reilly is a highly respected figure in the Canadian sports industry. He has been recognized for his contributions to the industry with numerous awards, including the Order of Canada and the Queen Elizabeth II Diamond Jubilee Medal. He is also a member of the Canadian Marketing Hall of Fame.

Reilly's success in the sports marketing industry is due to a number of factors. He has a strong understanding of the business of sports, and he is

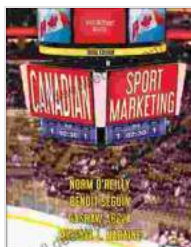
able to develop and implement successful marketing campaigns. He is also a skilled negotiator, and he has been able to secure major sponsorship deals for the brands he has worked with.

Reilly is a true pioneer in the Canadian sports marketing industry. He has helped to shape the industry into what it is today, and he continues to be a major player in the industry. His work has helped to promote Canadian sports and to make Canada a major force in the international sports world.

Here are some of Reilly's most notable accomplishments:

- Led the Toronto Maple Leafs to their first Stanley Cup since 1967 in 1993.
- Led the Toronto Blue Jays to their first World Series championship in 1992.
- Helped to secure Canada's bid for the 2010 Winter Olympics.
- Served as the president and CEO of the Canadian Olympic Committee from 2001 to 2012.
- Was inducted into the Canadian Marketing Hall of Fame in 2013.

Reilly's legacy is one of innovation and success. He is a role model for aspiring sports marketers and a true pioneer in the Canadian sports industry.



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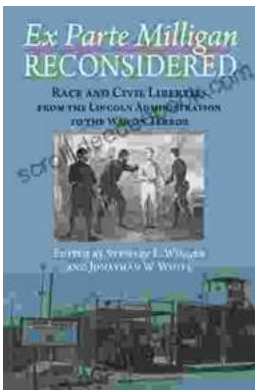
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