

Lorraine Lafrenière

Chief Executive Officer at Coaching Association of Canada

Ottawa, ON, CA

Lorraine is a strategic thinker with excellent people skills and an enthusiastic approach to challenges.

Biography

As CEO of the Coaching Association of Canada, Lorraine Lafrenière was twice named to the Canadian Association for Advancement of Women and Sport Top 20 most influential women in 2014 and 2015. Her career spans more than 25 years across many sectors within the Canadian Sport system including roles with the Canadian Olympic Committee, National Sport Organizations, the Canadian Broadcasting Corporation, as well as Petro-Canada, one of Canada's leading Olympic and Paralympic Games sponsors. Prior joining the Coaching Association of Canada in November of 2013, Lorraine held Chief Executive Officer positions with CanoeKayak Canada from 2009-2013, one of two sports in Canada to produce three Olympic medals in London 2012, and with Cycling Canada from 2006-2008 where she contributed to re-establishing the organization's financial stability and its high performance and development structure in order to improve Canada's performances on the international stage. Along with her passion for sport, Lorraine's commitment to volunteerism has been consistently demonstrated throughout her career. She has had the honour to serve on the boards and committees of many organizations including the Ottawa Sports Hall of Fame, Canadian Cancer Society (Ottawa-Carleton), Run for the Cure, Big Sisters of Ottawa, and Ottawa-Carleton Epilepsy. She was also the co-chair of the 2004 Ontario Summer Games held in Ottawa. Lorraine is also a cancer survivor.

Industry Expertise

Health and Wellness, Leisure / Recreation, Program Development, Professional Training and Coaching, Women

Areas of Expertise

Sports Management, Sponsorship, Event Planning, Marketing & Branding, Strategic Planning, Sports Marketing, Cancer, Cancer survival

Affiliations

Epilepsy Ottawa, Canadian Cycling Association

Accomplishments

CAAWS Most Influential Women List

Annual recognition of Top 20 Most Influential Women which celebrates game-changers in sport and physical activity in Canada and on the international stage

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