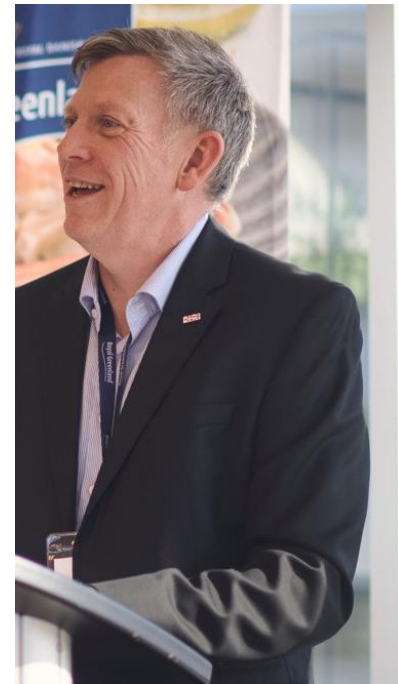


## Simon Jarding

Experienced Soccer Volunteer, Business Leader, and Honorary Consul

### Summary of Qualifications

- **15 years volunteering with football clubs** in Newfoundland & Denmark
  - Exceeded in coaching, management, and governance
  - Helped institute equality for female team budgets
  - Recognized as volunteer of the year with Danish club Nørresundby Boldklub in 2014
- **10+ years as a senior business leader**
  - Experience in strategy, turnarounds, and governance
  - Focused in Newfoundland (rural and urban); also experienced in Asia, Africa and Europe
- **6 years as Honorary Consul** for the Royal Danish Consulate in NL
  - Experience in diplomacy and governance



### Main Goals for NLSA

- 1 Growing the Game** – NLSA should set a goal for the number of players in the province. This will help grow the sport from the grassroots right through to the highest competitive ranks. NLSA should also track and set participation goals for the number of clubs, coaches, officials, and administrators. Growing the game for all of these groups will grow the football ecosystem to everyone’s benefit. This will also help communicate what it is that the NLSA is working on, and if the organization is successful or not  
**Growing the Game also means** ensuring that NLSA best supports New Canadians in the soccer community. This is a pivotal area where the sport can demonstrate inclusivity, while also improving the participation and quality of the game in the province.
- 2 Investing in Every Region** – soccer has an incredibly rich history in many regions across the province including the Burin Peninsula, Central, Western, and Labrador. NLSA should do more to both preserve this history, and ensure that there is also a rich future for soccer in every region across the province
- 3 Improving Transparency** – enhancing membership engagement and improving open and transparent communication with the soccer community in the province is critical—including financial transparency

Simon is a proud Danish-Canadian, husband, father, corporate leader, and long-suffering Chelsea FC fan. Having lived, worked, and raised a family globally, Simon is excited to help grow the beautiful game here where he has made a home in Newfoundland and Labrador.

One of Simon’s main goals for the NLSA is to help grow the game in the province—more players, more clubs, and more opportunities for all stakeholders (players, officials, coaches, communities, administrators). By growing the game for everyone, the province will grow its footballing abilities and strengthen its football ecosystem to benefit all— from grassroots right up to the most competitive levels of the sport.

Through his professional life, Simon spends a lot of time in rural Newfoundland, and is keen to ensure that the game grows throughout the entire province. Learning from other jurisdictions, Simon believes models exist that can immediately help grow playing opportunities for rural communities and in every region.

Simon also believes that the NLSA can improve upon its membership engagement and transparency and communication. The NLSA holds an important role for the role of soccer in the province, and needs to make sure that it is engaging, representing, and communicating with all of its members and all of its stakeholders right across the province. This includes on topics like goal-setting, participation rates and competition outcomes, and NLSA finances.