

Meg Krueger
Mississauga, ON



Equestrian Background

- Participated in hunter, jumper, trail, sorting, and horsemanship.
- Managed and built the grassroots through a riding academy, camps, and schooling shows.
- Worked to build the Canadian Jumper Development Series.
- Past member of the Canadian Breeds & Industry Council and travelled to Dubai with EC on a trade mission.
- Current Chief Operating Officer of the Colorado Horse Park in Denver, CO.

- Former VP Sales & Sponsorship for Equestrian Sport Productions in Wellington, FL.
- Former General Manager and Competition Manager of Halton Place Horse & Country Inc.
- Trekking across Siberian mountains by horse to sojourn with Tsaatan reindeer herders in northern Mongolia.

Professional Background

Chief Operating Officer – Colorado Horse Park

March 2016 - Present

- Tasked to stabilize business operations, improve customer experience and improve facility amenities.
- Operation of 100 horse boarding facility, 150 acre venue featuring 16 weeks of equestrian competition, awarding over \$1.5 million in prize money and hosting 4,000 horses.
- Areas of focus include changing the corporate culture, making systems more efficient, increasing productivity and workplace happiness, business and political relationship development, financial analysis.
- Development of strategic opportunities including land zoned for commercial and residential development.

VP Sales & Sponsorship – Equestrian Sport Productions

2010 - 2016

- Sales generation and portfolio retention/management of 150 sponsor accounts annually.
- Overseeing sales team, business development, P&L review and forecasting.
- Developing new sponsorship opportunities/products, reviewing existing sponsors with annual increases, selling and fulfilling creative and customized sponsorship packages, agreement negotiation and preparing contracts, targeting 10-20% growth annually, client relationship maintenance and management.
- During tenure, sponsorship portfolio grew from \$1M per year to \$7M annually.
- Developed new products to support education of equestrian customers and introduction to new products and services: Lunch & Learn educational series, Ride & Learn mounted riding series, Innovation Stations and Equine Innovations Expo trade show.

Strategic Business Analyst & Management Consultant – Equestrian Sport Productions

2008 - 2013

- Business Analyst and Management Consultant for ESP major equestrian events and business lines: Palm Beach Steeplechase, Winter Equestrian Festival, Global Dressage Festival, Trump International, Holiday & Horses, Palm Beach Riding Academy, Equine Conditioning Center.
- Analysis of new business opportunities, annual review of existing departments. Analysis included financial reporting, development new opportunity/change plans, advising on improvements to efficiency and bottom line, developing pricing and marketing strategies.
- Analysis also considered qualitative elements of the business, including customer experience improvement, strategic partner relationships and sales opportunities across different service lines.

Volunteerism

Young Professionals of Wellington

2014-2015

- Past President, Vice President and founding member.

Ontario Hunter Jumper Association

2007 – 2008

- Member of the Board of Directors

Halton Hills Chamber of Commerce

2006 – 2008

- Member of the Business Development Committee
- Chair of the Agricultural Business Development Sub Committee

Equestrian Canada

2006 – 2008

- Elected council member of the former National Breeds & Industry Council

Halton Region Federation of Agriculture

2005 – 2008

- Member of the Board of Directors
- Member of the Halton Agricultural Advisory Committee

Canadian Young Horse Jumper Development Series

2004 – 2008

- Member of the Board of Directors

Education

Bachelor of Arts (Hons) - Major in European Business Studies, Minor in French

University of Guelph

Business Diploma

Universite de Montpellier, France

May 31, 2017

Dear Nominating Committee,

I have spent twenty years building my career and experience in the equestrian industry – half in Canada and half in the US. My business expertise centers on two pillars: operational management & turnarounds, and sales & relationship building. In every business I have managed, I have always fostered a positive culture, based on mutual respect, good work ethic and effectiveness.

I am a natural leader, and have quickly climbed to leadership roles in every company or non-profit in which I have been involved. I am ambitious and highly motivated but believe that work can be successful and at the same time enjoyable. My focus and strengths in business have included leading and inspiring teams, changing corporate cultures, relationship and strategic sales, change management, system implementations and project management. I have successfully managed teams of 2-200 individuals and comfortably speak to groups of 10-500 people. I have finessed my skills of sales, analysis, efficient thinking and operational management. My love of business strategy and curiosity of emerging markets has led me to explore career opportunities that align with my values of growth and continuous improvement and my high energy and positive attitude.

I am an avid traveler and have a curiosity for exploring equestrian industries around the world – from my first trip with Equine Canada on a trade mission to Dubai to countless travels to Turkey, South Africa, Columbia and Mongolia. These experiences have helped me shape my perspective of the equestrian industry worldwide, and have helped me develop and expand my role within.

My current role is the Chief Operating Officer of the Colorado Horse Park, in Denver CO. Over the last year I have built a strong, functional and happy team, reconnected the facility with regional associations, disciplines and the community, and introduced new initiatives (therapeutic horse shows, Dressage Symposium in the Rockies, etc). During my career as a Competition Manager and then VP Sales in Wellington, FL, I developed my knowledge and understanding of English disciplines (high performance, grass roots, hunter/jumper, equitation, show jumping, dressage, polo), and recently I have developed an appreciation for and understanding of some of the Western disciplines (cutting, sorting, horsemanship, ranch, trail) and Eventing. I have explored horse non-profit industry, studied the organizations that have prospered, I have previously sat on the Canadian Breeds & Industry Council, worked to build the Canadian Jumper Development Series. My passions for horses, the equine industry and business have led me to continue to explore how I can best put my skills of growth, creation and cultivation to best use.

I believe I would be of value to the Equestrian Canada Board and Membership because of the breadth of my experience both in equestrian and business realms: horse show manager, executive management, multi-discipline events (hunter/jumper/equitation, dressage, eventing, western dressage, polo), sponsorship sales & relationship cultivation. I have personally participated in hunter, jumper, trail, sorting, and horsemanship. I have managed and built the grass roots (riding academy, camps, schooling shows, Canadian Jumper Development Series) to FEI competition

(in Canada and US). I believe I would bring a strategic mind, financial responsibility to the balance sheet and P&L and strong relationship building skills.

I hope to be considered as an appropriate candidate for the Board and bring my skills, experience and passion to my country.

Best wishes,

Meg Krueger