

Pierre Lamarche

500 Hurd Ave., Burlington, Ontario, L7S 1S8

Phone : 905 616 6970, e-mail pierre@acetennis.ca

Profile

Successful proven leadership skills in the private [business] and public [sport] sector. The ability and energy to develop, a required vision to achieve long-term objectives, the necessary planning process and the resulting implementing strategies. A management style capable of harnessing, coordinating and empowering, individual human resources into a dynamic team, complemented by strong marketing and promotional skills. A commitment to values of personal excellence.

Career

President All-Canadian Sport Management Inc., 1978-2011

All-Canadian is a sport management company operating under the name of "ace tennis" with previous involvement in:

- Owner Toronto Tennis City, Toronto
- Previous ownership All-Canadian Club, London - Timberlane Country Club, Aurora
- Racquet Club Management [17 clubs- tennis, racquetball, squash, fitness]
- Owner ACE Tennis, Athlete Management and Development Programming [Over 200 National championships, recognized as #1 in Canada- YTC,TDC]
- Summer Sport Camps [London, Toronto, Mississauga, Mississippi, Burlington]
- Tennis Research and Development [All-Canadian research, ITF]
- Events Management ITF, WTA, ATP
- Canadian Open Tournament Director, Montreal
- Owner ONcourt ezine

Tennis Canada, consultant, 1985-96

Assumed various roles and responsibilities as a team leader and a team member over a period of 10 years:

- 1996 Atlanta Olympics, Team Leader
- Fed Cup and Davis Cup Captain [World Group]
- National Head Coach
- Master Course Conductor for Coaching [level 4]
- Technical Department Director
- Director of National Squads
- Director of the Coaching Department [New certification system]
- Major architect of Development Strategy "Baseline to Excellence"

Tunisian Tennis Federation, 1996-98

Involved with the Tunisian Ministry of Youth and Education and the ITF to serve as the National Head Coach for Tunisia for a two year period:

- Coaches formation [all levels]
- National team manager [Davis Cup, Fed Cup, National Jr teams]
- Infrastructure development [Coaching certification, national teams]
- Organizational planning function [Developing a vision]

International Tennis Federation, 1985-98

Assisted in the promotion and development of the sport on an international level through being involved with the ITF as a:

- Course conductor in Africa, 1997-98 [Level 1 ITF coach]
- Workshop and seminar speaker [13 countries]
- Coaching Commission founding member [London, England]

Confederation of African Tennis - CAT, consultant, 1997-98

- Design of discovery questionnaire for CAT, 1997
- Design of strategic plan "Way Ahead for Africa", 1998

Pierre Lamarche

Education, Skills, Awards

A formal education in business has been complemented through practical experience as a player, coach, manager and leader in the field of sport and club, event and player management:

- Masters Business Administration Program, Mississippi State University
- Bachelor of Science in Business Administration, Mississippi State University
- Fluently bilingual in English and French
- Computer Literate
- Canada's Coach of the Year, Tennis
- World Group Captain in Davis Cup, 1991-92
- Canadian Junior and Men's Tennis Champion
- Canada's Davis Cup team member
- Tennis Canada Hall of Fame
- Rogers Canadian Open Hall of Fame

Key Publications

Spearheaded, researched, coordinated and managed sport specific technical/promotional projects which have provided world recognized technical materials :

- Tennis Canada's Schools Program Manual
- Tennis Canada's Club Training Program Manuals
- Tennis Canada's Certification Manuals
- Kid's Tennis and First Serve Manuals
- Tennis Specific Stages of Growth and Development Manual
- Publisher and Managing Editor, On Court Newspaper
- Publisher and Managing Editor, ONcourt ezine

Speaker and Workshops

The presentation and sharing of research projects and practical experience has resulted in many seminars and workshops :

- National Coaching Institute, University of Victoria and Toronto
- Nordic Tennis Coaches Conference, Copenhagen, Denmark
- German Coaching Conference, Hanover, Germany
- Coaching Conference, New York, USA
- Canadian Tennis Coaching Conferences and Workshops
- International Tennis Federation Coaching Conferences in Spain, Ireland, Germany, USA, Indonesia, China and Jamaica
- Coaches workshops in Ivory Coast, Tunisia, Algeria, USA, Japan, Brazil and Canada
- Ksar Said Sport Institute, Tunisia
- Atlanta 1996 Olympics, color commentator

Volunteer

Volunteer work has mostly been accomplished in assisting in the development of excellence in youth as well as in :

- The International Tennis Federation, Coaching Commission
 - The Canadian Professional Coaches Association, [founding member, Vice-President]
 - The Confederation of African Tennis, Consultant
 - Burlington Minor Hockey, Head Coach
 - Coaches Association of Ontario, [founding member, Chairman]
-
-