

Chris Overholt

representing the Canadian Olympic Committee



With more than 20 years of experience in the elite echelons of the sports industry, Christopher Overholt has established himself as a leading and trusted voice in the worlds of sports and business.

Christopher joined the Canadian Olympic Committee (COC) in April 2010 in the dual roles of Chief Operating Officer (COO) and Chief Marketing Officer (CMO). In August 2011, he was named Chief Executive Officer (CEO) and since then has helped propel the organization to unprecedented growth in all areas of its commercial operations as the chief architect of the COC's commercial strategy.

Reporting to the COC's Board of Directors, Christopher oversees the broad scope of operations of the Olympic Movement in Canada including national sport development programs, Team Canada preparation, Olympic bids and events. He works closely with the 52 national sport federations to provide the tools they need to develop the next generation of Olympians.

During his 25 years in business, Christopher has played a key role in the marketing, branding, and business strategies for some of North America's top sports franchises, including the Miami Dolphins, Florida Panthers, and seven years with Maple Leaf Sports & Entertainment delivering industry-leading results for the Toronto Maple Leafs and the Toronto Raptors.

Christopher holds a Bachelor of Arts degree from Western University in London, Ont. and is a graduate of the Harvard Business School Executive General Managers Program in 2001.