

Mark Harrison
President & CEO

TrojanOne founder **Mark Harrison** has over 20 years of experience in sponsorship, event marketing and brand activation. Passionate about events, sponsorship, sports marketing and promotion, Mark has an MBA in Entrepreneurship and Strategic Marketing,

Under Mark's leadership, **TrojanOne** has been recognized with several industry awards including PROMO! Gold Medals in *Best Brand Building* for Cold Crew on behalf of the **BC Dairy Farmers** in 2004, and *Best Event Marketing* for **Nike RUNTO** in 2006. In 2008, **Campbell's Chunky Tailgate with the Pros** captured Gold Awards from the Sponsorship Marketing Council of Canada and *Marketing Magazine*.

He is also a visiting Professor at Laurentian University, teaching special topics course: *Entrepreneurship in Sport*, a course in sport administration.

Mark guided Toronto Lawrence Park to the 2005 Toronto Tier II football championship, and in 2008 he was named one of the most influential decision makers in Canadian sport by *SportDecision* magazine.

