

## **Tracey Martin**

As CEO of Kids Cancer Care, I am dedicated to upholding its legacy and contributing to its evolution, impact, and reach. By standing alongside young people and their families affected by cancer, we can amplify their voices, advocate for and meet their needs while helping them to realize their dreams.

My background in marketing, business, operations, and research, combined with a passion for leading bold visions and cultivating authentic relationships are hallmarks of my leadership style. Here are a few career highlights over the past couple of decades:

- Assisted innovative companies in enhancing their brand, reach and reputation.
- Worked in local government to provide accessible programs and services.
- Grew a not-for-profit recreation centre into a recognized charity for healthy living.
- Launched and evolved a research and innovation arm generating impact and advocating for children, youth and family health and well-being.
- Brought to life a \$62MM expansion project reflecting community values of inclusivity, accessibility, innovation, and sustainability.

Beyond work and community involvement, my passions include traveling and learning about different cultures, investing in young talent and their start-up social enterprises, being a 'soccer mom,' and running or playing in the great outdoors!