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SNB Introduces New Executive Director

Soccer New Brunswick is proud to announce that Jeff Salvis of Moncton has joined our team as Executive Director.

Jeff has an impressive and extensive management background in marketing and communications that he will bring to our organization.

Some of Jeff's most notable accomplishments were with the Atlantic Lottery Corporation where he was Vice President of Marketing. At ALC, Jeff made many innovative contributions to the lottery industry and won such prestigious awards, as the International Publishers Choice Award for Marketing Innovation.

Soccer New Brunswick is a non-profit organization and Jeff knows this area well. He was the manager of development for the non-profit Canadian National Institute for the Blind. For the CNIB, he was responsible for the planning, development and execution of all fund raising programs in New Brunswick.

Jeff also understands and respects the world of volunteering. He was a key member of the 2006 MasterCard Memorial Cup Marketing Committee.

It's not all work and no play for Jeff. When he wasn't working or volunteering, he enjoyed supporting his kids. He was a self-proclaimed "Soccer Dad" who supported his kids through Provincial and University level soccer. Today, he continues to support his son who plays professional hockey for the Laredo Bucks of the Central Hockey League.

Now that his kids are grown, Jeff looks forward to devoting himself to youth and sports in New Brunswick once again.

"I'm delighted to serve this organization which does so much for improving the fitness and quality of life for so many New Brunswickers," he says.

The combination of his background in marketing and communication, his leadership skills, his respect for volunteers and his enthusiasm for sport make Jeff the perfect candidate for Soccer New Brunswick as the new Executive Director.

Jeff will be in the office full time on June 1, 2009. For more information, Jeff can be reached after June 1 at this address: exec@soccernb.org

Or for immediate information, please contact Soccer NB President Bob Laver at: laver@nb.sympatico.ca

