



# Shannon Ferguson

Co-Founder & CEO,  
FanSaves Inc.



A compiled list of career  
experience, accomplishments,  
and testimonials  
Updated: December 2024

[www.shannonferguson.ca](http://www.shannonferguson.ca)  
[www.fansaves.com](http://www.fansaves.com)

# Career Highlights

LinkedIn: <https://www.linkedin.com/in/shannonferguson12>

Shannon currently leads the eight person FanSaves team as CEO and has been working in the Marketing industry for nearly 20 years, beginning to gain experience while in university. Her skills extend into graphic design, copy writing, project management, grant writing, sales, broadcasting, public relations, public speaking and event planning.

- **Co-Founder & CEO**, FanSaves Inc (August 2017-Present)
- **YLAI Fellow**, Stella Labs, San Diego (Spring 2021-Fall 2022)
- **Co-Founder**, Acquired Shop (January 2021-Present)
- **Host**, Living the Startup Podcast (June 2020-Present)
- **Owner**, Rhoice Marketing & Events (May 2016-June 2019)
- **Host/Community Producer**, YourTV Community Matters (Spring 2017-Fall 2019)
- **Director of Game Day Operations**, Federal Hockey League (Fall 2016-Fall 2018)
- **Freelance Journalist**, Cornwall Seaway News (May 2016-January 2017)
- **Sports Marketing & Campaign Lead**, Bodog/Bovada (May 2012-April 2014)

## Education

Shannon is a life long learner and is committed to continuously improving her knowledge and skills. With a degree in Communication Studies, a Post-Grad Diploma in Broadcast Journalism and countless certifications, Shannon pairs her studious nature with her outgoing personality to be the strong leader she is.

**Bachelor of Arts (Honours), Communication Studies**  
**Wilfrid Laurier University, 2008**

**Broadcast Journalism Diploma,**  
**Loyalist College, 2009**

**Sports Industry Essentials Certificate,**  
**Columbia University, 2019**

**Leadership & Strategic Planning Certification,**  
**Young Leaders of the Americas Initiative, 2021**

**Public Speaking Accreditation,**  
**Shine Bootcamp, 2021**





# Awards & Recognitions

- Ottawa Bootstrap Awards. Marketing Award, 2023
- Business Elite Awards, 40 Under 40 (Canada-Wide), 2023
- Canada's Top 5 to Watch (Sports Business Awards), Finalist, 2023
- Top Woman in Business, Seeker's Choice Awards, 2023
- Forty Under 40, Ottawa, 2022
- WBN Businesswoman of the Year- Emerging Entrepreneur, Ottawa, 2022
- Best Ottawa Business (BOB) Award, Best Leader for Diversity, Equity & Inclusion, 2021
- DMZ Women of the Year Nominee, 2022
- RBC Canadian Woman Entrepreneur Awards; Woman of Influence Nominee; 2nd Round Semi-Finalist (2020), Nominee (2022, 2023, 2024)
- EY Entrepreneur of the Year Nominee (2021)
- North American SportsTech X Annual Report (2020, one of 12 Featured Startups)
- Top 10 Citizen of the Year (The Seeker, 2018)
- Guy Lauzon Canada 150 Service Medal (2017)
- FACES Magazine, Startup of the Year Finalist (2019)



## Volunteering

- Director, Board of Directors, United Way SD&G (2021-Present)
- Mentor, Startup Women (powered by Startup Canada), (April 2023-Present)
- Board Member, Algonquin College Sports Business Management PAC (November 2023-Present)
- Board Member, St. Lawrence College International Business Management PAC (May 2021-Present)
- Host Planning Committee Member, World Jr. A Hockey Championships (September 2022-December 2022)
- Crafting a Cure Planning Committee (2018-2021)
- Hospice Telethon Co-Host (2017-2019)
- Mentor, Hatch Accelerator: Carleton University (2020-Present)
- Guest Judge, Algonquin College React Showcase (2019)



## Programs, Cohorts & Accelerators

Since 2017, Shannon and FanSaves have been accepted into numerous, prestigious programs to help grow her business as well as improve her leadership, business operations, and investment skills.

- Comcast NBCUniversal Sports Tech Accelerator, 2023
- Women in Tech California Program 2022
- Tampa Bay Wave Tech Diversity (Summer 2021)
- Hype Global Virtual Accelerator 2.0 (Winter 2021-Present)
- Young Leaders of the Americas Initiative (2021, US Government & IREX)
- Invest Ottawa Accelerator (2019-Present)
- Shine Bootcamp Public Speaking Accelerator (Winter 2021)
- SheBoot (2020, through Invest Ottawa and Capital Angel Network)
- GrindspaceXL (2018 Cohort through Queen's University)
- Cornwall Innovation Centre (2017-2019)
- Starter Company Plus, Cornwall (2017)



# Speaking Engagements & Presentations

- Keynote, Youth Entrepreneurship in Action Conference (2023)
- Panelist, PrimeTime Sports Conference, Toronto (2023)
- Panelist, Game Changers: North American Women Founders Shaping the Sports Industry (2023)
- Speaker, Western Sponsorship Congress, Edmonton (2023)
- Keynote Speaker, Venture Thunder Bay (2023)
- Emcee, The Gemini Gala (2023)
- Panelist, US Embassy's Greater Philadelphia Trade Visit to Canada (2022)
- Pitch Training Specialist, Cornwall Business Enterprise Center (2022-Present)
- Closing Ceremonies Speaker, Young Leaders of the Americas, YLAI (2021)
- Speaker, Shine Conference (2021)
- Speaker, Sports Management Laurier: Sports Speaker Series (2021)
- Host, Cogeco YourTV's Community Matters Talk Show (2017-2019)
- Keynote Speaker, OSEG: Women's Game Changer Series (2019)
- Host, Cogeco Youth Achievement Awards (Televised Live, 2019)
- Speaker, Business Sisters Conference (2019)
- Panelist for Venture for Capital event (Ottawa, 2019)
- Speaker, Crowdfunding Event (Seneca Helix, 2021)
- Presenter, Algonquin College Classes (Multiple times)
- Testified to Queen's Park about Pandemic Experience (Spring 2020)



## Pitch Competitions

Shannon has pitched her startup, FanSaves, on dozens of stages across the world from small rooms of 10 people to large audiences of over 1,000. On top of using these pitches to help grow the FanSaves brand her pitching skills have helped the company secure funds and local and international recognition.

### Florida Panthers & NSU Magical Hockey Stick Competition

Ft. Lauderdale, FL, February 23, 2022  
3RD PLACE

### Get in the Ring- Ottawa

Ottawa, April 4, 2019  
WINNER

### ASU Presents: AZ Coyotes Venture Challenge

Phoenix, Arizona, December 2, 2021  
FINALIST

### Drop Your Pitch (OCE Discovery)

Toronto, May 14, 2019  
2ND PLACE

### HYPE Global Virtual Accelerator 2021

Virtual, April 21, 2021  
DRAFTED BY 3 MAJOR LEAGUE TEAMS

### Cornwall Innovation Centre Pitch Night

Cornwall, Nov. 27, 2018  
WINNER

### Startup of the Year 2019

Memphis, TN, October 14-16, 2019  
TOP 100 FINALIST

### SaaS North Pitchfest

Ottawa, Nov. 29, 2018  
2ND PLACE OVERALL

### Elevate Techfest

Toronto, September 24-25, 2019  
TOP 16 FINALIST

### Startup of the Year 2018

Boston, Oct. 15-17, 2018  
TOP 100 FINALIST

### RC100 Startup Competition

Renfrew County, ON August 14, 2019  
WINNER (\$100,000 Investment)

### Capital Angel Network CAN Mashup

Ottawa, May 28, 2019  
TOP 3 FINALIST

### Get in the Ring Global Meetup 2019

Berlin, Germany, June 17-19, 2019  
FINALIST

### Startup Canada Canadian Export Challenge

Montreal, Sept. 24, 2018  
TOP 30 FINALIST



# Testimonials for Shannon



"I've seen something special in Shannon; a drive to succeed, that sense of confidence in her business model- belied by her age and experience. I've had a chance to meet with her and work with Shannon and mark my words, remember her name because she is going places. She will make Ottawa proud."

**David Cohen,**  
**US Ambassador to Canada**  
[Watch full testimonial here](#)

**"MARK MY WORDS, REMEMBER HER NAME BECAUSE SHE IS GOING PLACES. SHE WILL MAKE OTTAWA PROUD."**

"I want to thank you for all the good work and energy that have you put into this community and for showing the love that you have for Cornwall while encouraging those that are still struggling. I hope that you know that you have inspired many people. And you surely know that your Mother would be so proud of your tenacity!"

**Bernadette Clement**  
**Canadian Senator, Ottawa, Ontario**



**"SHANNON, THE ENERGY YOU BRING TO EVERYTHING YOU DO IS INFECTIOUS."**



"Your journey exemplifies that entrepreneurship is indeed a marathon requiring endurance. A marathon in which achieving a 'personal best' is the best goal to set.

Shannon, the energy you bring to everything you do is infectious. Congratulations on the success you have achieved with FanSaves to date and appreciation for your commitment to paying it forward by supporting the entrepreneurial journeys of others."

**Kate Collins,**  
**Project Manager, Seneca College**

# MORE TESTIMONIALS

## Testimonials for FanSaves



"FanSaves Helps went above and beyond their original platform to support communities during COVID-19. Shannon, made sign-up for our city quick, easy and effortless on our part. With all of the logistics taken care of, all we had to do was market the website! The perfect solution for our community."

**Haley Veronyak, Director, Downtown Brockville DBIA**

"The team at FanSaves were very welcoming and provided all the materials needed to promote to my business community."

**Suzanne Andrews, CEO, Quinte West Chamber of Commerce**

A big thank you to the wonderful people at FanSaves. At a time when there was so much uncertainty, FanSaves offered their services for free with their gift certificate program. What a great surprise that so many of our customers purchased gift certificates through this program. Shannon was an absolute joy to deal with. Very professional and patient with any questions I had. Thank you!!

**Mirella DeLuca, M's Bake Shop  
(Coboconk-Norland Chamber)**

The FanSaves team is AMAZING!!! I am in no way a tech person and I found the sign up process extremely simple. The customer service I received was well above and beyond my expectations. Thank you Shannon and Kris for all of your help and support.

**Mandy Bonsma, King Street Barbershop (Clarington BOT)**

"FanSaves is a fantastic business to work with, great staff, fast, friendly, and most of all efficient in what they do. Thank you for helping all of our small businesses."

**Lauri Moussa, Executive Director, Kanata Central BIA**

"The FanSaves Helps Gift Certificate Program is another way FanSaves as a product is not only looking to support businesses across the country, but they're constantly finding ways to establish themselves as a leader in the sports tech industry. We couldn't be more excited to continue our partnership here in Atlantic Canada and see FanSaves having a large impact on all of our future events." **Brett Dickie, Sports & Entertainment Atlantic**

At a time when many business owners were feeling lost FanSaves jumped in with a great idea and made it happen. I was very impressed with how they organized the program, how easy it was to sign up, use and promote. It was a welcome light during a very dark time. Shannon and Kris were great to work with, my questions were always answered quickly and I felt like I was part of the team.

**Terri Dawson, The Green Gecko  
(1000 Islands Gananoque Chamber)**

"You guys ROCK!"

**Karey Anne Large,  
Executive Director, Whitby Downtown BIA**

"FanSaves was a fast, free, and simple way I could keep generating revenue during the time of nonessential business closures. I normally sell paper gift certificates in-store, but being closed I was unable to do that and had no other protocols in place. FanSaves stepped up to the plate and easily managed this for me - all I had to do was share that it was possible to buy gift certificates for my shop through FanSaves, and watch the money roll in from customers who wanted to support my store during a tough time. Thanks so much guys!"

**Dana Deathe, The Book Lady (Fenelon Falls Chamber)**

# Media Exposure

For a complete list of FanSaves press visit <http://about.fansaves.com/media>

View the national exposure received for the FanSaves Helps Gift Certificate Program, a 3 month program which helped over 630 businesses in 62 communities across Canada generate more than \$30,000 during the initial Covid-19 lockdown. <https://www.about.fansaves.com/fansaves-helps>

Listen to the Living the Startup Podcast here: <http://www.soundcloud.com/livingthestartuppodcast>

Shannon is a monthly contributor to Spotlight on Business Magazine: <https://spotlightonbusinessmagazine.com>

**Forbes** **Bloomberg**

**yahoo!**  
finance

Street & Smith's  
**SBJ** SPORTS  
BUSINESS  
JOURNAL

COMCAST  
NBCUNIVERSAL

**betakit**

OTTAWA  
BUSINESS  
JOURNAL



SPORTSTECHX

**spotlight**  
ON BUSINESS  
MAGAZINE

## Links

- [Forbes- How this Woman Grew Her Sports Tech Startup Successfully in a Male Dominated Industry](#)
- [How FanSaves Helped NASCAR Meet the Challenge of Chicago Street Racing](#)
- [Announcing the 10 Startups for Comcast NBCUniversal SportsTech 2023](#)
- [Chicago Street Race Rolls Out Local Resource Guide Powered by FanSaves](#)
- [Sports Business Journal: How NASCAR boosted local business in Chicago](#)
- [Spotlight on Business Magazine: Shannon Ferguson In the Spotlight](#)
- [FanSaves Founder, Shannon Ferguson, Begins Young Leaders Fellowship](#)
- [Collegiate Sports Management Group Partners with FanSaves](#)
- [BetaKit: FanSaves Wins Renfrew Startup Competition, Securing \\$100,000 Investment](#)
- [Ottawa Business Journal: Ottawa Sports Marketing App FanSaves Competes for Global Gold](#)
- [North American SportsTech Report 2020](#)
- [Sports Tech World Series: Sports Tech Annual 2020](#)
- [SheBoot empowers female entrepreneurs and business owners](#)
- [Breaking 2.7 Percent: The Capital Angel Network and Invest Ottawa Announce First Cohort of SheBoot](#)
- [FanSaves to Represent Canada in Germany](#)
- [FanSaves Develops a Money Saving Brand](#)
- [The Top 10 Citizens of 2018](#)
- [FanSaves Re-Launches and Grows](#)
- [FanSaves named a Top 100 Semi-Finalist for International Startup of the Year Competition](#)

# About Shannon

Shannon is an award-winning entrepreneur who currently leads the growing team at tech startup FanSaves, as Co-Founder & CEO. With nearly 20 years of marketing and sponsorship experience, she paired her creativity and digital skills with her love of entrepreneurship and sports (she's a former competitive hockey player) to co-found FanSaves. She has a BA (Honours) in Communication Studies from Wilfrid Laurier University, a post-grad diploma in Broadcast Journalism from Loyalist College and a Sports Industry Essentials Certificate from Columbia University.



# About FanSaves

FanSaves is rapidly expanding across North America, currently working with more than 80 teams and organizations across 24 professional leagues (including NASACR and teams in the NLL, MLR, and AHL) and featuring thousands of deals from more than 1,900 brands and businesses. With a goal to eliminate paper coupons from professional sports and beyond, FanSaves is an award-winning B2B SaaS company that is making it easier for sports properties and their sponsors to track customer analytics while connecting fans with offers from affiliated brands and partners.

## Contact

Shannon Ferguson  
PO Box 253  
Martintown, ON  
K0C 1S0

Phone: 613-361-1229  
Email: [me@shannonferguson.ca](mailto:me@shannonferguson.ca)

## Links

[www.shannonferguson.ca](http://www.shannonferguson.ca)  
[www.fansaves.com](http://www.fansaves.com)  
<http://about.fansaves.com>  
[www.soundcloud.com/livingthestartuppodcast](http://www.soundcloud.com/livingthestartuppodcast)  
[www.linkedin.com/in/shannonferguson12](http://www.linkedin.com/in/shannonferguson12)  
[www.linkedin.com/company/fansaves](http://www.linkedin.com/company/fansaves)

*Shannon*  
Ferguson