

Trent Fraser, BA (Econ), ICD - President, Fraser Strategy Inc.; CEO Kodiak Group of Companies

Trent is an experienced business consultant with over 30 years of experience in marketing, sales, brand management, special event/project management and business development. Trent is a highly regarded consensus builder with extensive experience working with diverse board governance models, civic & provincial governmental departments and community leaders. Trent is best known in Saskatchewan for re-energizing the Saskatchewan Roughrider brand. He pioneered fan-based marketing for one of the leading professional sports teams in Canada by implementing a five year plan that produced such memorable marketing campaigns as “The Melon-Head”, “Be a Football Hero” and “The Heart of the Nation”. Further to the work done with the Saskatchewan Roughriders, Trent has chaired marketing initiatives for the Western Hockey League, Hockey Canada, the 2005 Canada Games Opening and Closing Ceremonies and many other community events in Regina. A strong Saskatchewan advocate, Trent was proud to be able to offer his services as the managing director of the very successful Saskatchewan Pavilion at the 2010 Vancouver Winter Olympics and Paralympics.

Trent is the Past-President of the Saskatchewan Sports Hall of Fame and is a former director with the Regina Capitals Junior B Hockey Club Board. In the past Trent has been an executive member on the following boards and committees: Tourism Saskatchewan Board; Hockey Regina Inc. Board; 2010 World Junior Hockey Championship Committee; 2006 World Under 17 Hockey Challenge Committee; 2003 Grey Cup Committee.

He currently sits as the Vice Chair of the Regina Airport Authority and has also chaired the Governance Committee.

During the 2018 Memorial Cup Trent was the Chair of the Community Outreach Committee.

In 2017 Trent was the recipient of the Tourism Builder Award; recognizing individuals who have made tourism an important part of their life's work resulting in a positive impact on the industry they serve. He also was awarded the Senate of Canada Sesquicentennial Medal in 2017 which honours individuals who have improved their community with exceptional generosity, time and dedication.

OTHER

- Married 33 years to Lorette (my first wife)
- Four children (all have been successfully launched)
- Two grandchildren with one on the way
- hobbies:
 - old man hockey
 - golf
 - camping
 - fishing
 - woodworking
 - Volunteer coach with Outdoor Hockey League