

Bio for Jeffrey L. Orridge

Jeffrey L. Orridge is a distinguished leader whose multi-faceted career includes work in the sports, entertainment, media, technology, consumer products, education, and social impact sectors, both in the U.S. and Canada. His global leadership experience has spanned across Europe, Asia, Africa, Latin America, the Middle East as well as North America.

Currently the CEO of TVO Media Education Group, Jeffrey has been instrumental in leading both a digital transformation and a dynamic rebranding initiative, establishing the content production and distribution organization as a frontrunner in inclusive, multimedia learning. His extensive career portfolio includes senior leadership roles with some of North America's most iconic brands, such as USA Basketball, Reebok International, Warner Brothers, Mattel Inc., the Canadian Broadcasting Corporation (CBC), the Canadian Football League (CFL), and Canadian Tire Corporation. He is also the founder of T.R.U.S.T. Sports Advisory, supporting athletes in making more informed choices in promoting, protecting, and preserving opportunities.

Mr. Orridge's professional journey began in New York City at the prestigious law firm Rogers and Wells, where he specialized in corporate transactions. He later became the first-ever General Counsel for USA Basketball during the era of the first U.S. Olympic "Dream Team," overseeing pivotal marketing, licensing, and legal activities, including rights negotiations with FIBA and the U.S. Olympic Committee. His career trajectory continued its upward curve as he took on the role of Director of Global Sports Marketing at Reebok, where he managed high-profile negotiations and relationships with elite athletes, major sports leagues, and international sport organizations.

In 2007, Jeffrey moved to Canada to join Right to Play International as Chief Operating Officer and Head of Global Business Development, contributing his expertise to humanitarian efforts in over 20 of the world's most underserved communities. He made history as the first Black Commissioner of any major professional sports league in North America. Under his transformative leadership, the CFL saw a revitalization that included rebranding, the launch of new digital and social media platforms, increased revenues, and expanded audience demographics. He also championed diversity and inclusion initiatives, anti-violence against women policies, and enhanced drug testing programs.

Before his tenure at the CFL, Jeffrey was the Executive Director of CBC Sports and General Manager of the Olympics, securing media rights for four Olympic Games and overseeing coverage of significant global sporting events like the FIFA World Cup.

He has been recognized with several prestigious awards, including the African Canadian Achievement Award for Excellence in Sports, the National Bar Association's Sports Attorney of the Year Award, the Historica Canada's Trailblazer Award, and the Afroglobal Media Excellence in Leadership Award. He has also been acknowledged as one of the 100 Most Influential Canadians of African Descent.

Jeffrey's dedication throughout his career to social justice, leveraging the influence of sport and the importance of education, continues to impact communities and industries.

