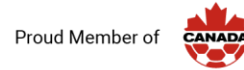




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## INFORMATION BULLETIN

**Bulletin #:** I2023 - 09  
**Date:** February 1, 2023  
**To:** Ontario Soccer, District Membership and Associate Members  
**CC:** Ontario Soccer Board of Directors, Staff  
**From:** Johnny Misley, Chief Executive Officer  
**Subject:** New Director of Development

We have announced today the appointment of **Matt Ferreira** to the position of **Director of Development** following an extensive selection process. Matt most recently held the position of Ontario Soccer Manager, Coach Education, Player Development & Club Licencing and has been working with Ontario Soccer in roles of increasing scope and responsibility since 2017. With over 15 years of experience within the Canadian Soccer Eco-system and its Talented Pathway, he has earned a reputation as a player and coach development expert and thought-leader.

The Director of Development position had been vacant following the tragic passing of former Director, Gary Miller, in 2020. Miller left behind a tremendous legacy for the sport of soccer in Canada, having held multiple leadership positions with Ontario Soccer, Canada Soccer and other profile organizations over his career.

Matt assumes the role on a full-time basis, immediately taking over from Bryan Rosenfeld, who served in the role on an interim basis since October 2020. Bryan played a key role, along with the rest of the executive management team, in leading Ontario Soccer through the global pandemic.

Through Matt Ferreira's tenure with Ontario Soccer to date, he has already achieved several major accomplishments including delivering coach education to over 3,000 coaches, leading over 75 Ontario Clubs through the Club licensing process and overseeing the delivery of the Ontario Player Development League (OPDL) to over 4,000 players all while supporting the identification of over 170 players for Provincial programming despite the challenges imposed on a recovering organization post-pandemic.

He has a proven track record of providing creative and innovative solutions to seize opportunities and overcome challenges that will continue to drive soccer in Ontario and across Canada.

Matt can be reached at [mferreira@ontariosoccer.net](mailto:mferreira@ontariosoccer.net) or (905) 264-9390 (X285).



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