



My name is Ian Jones. I live in Arbor Creek with my wife, Sarah, and our two sons, Byron (12) and Theo (9). Our family has been part of the Aurora community since Byron joined the U13 program in spring 2025. Prior to that, both boys played with Lakewood while we lived in Briarwood after arriving in Canada in January 2021. I have coached both of their teams at various points and expect to coach again soon. It has been a pleasure to watch my boys grow—and to see the role soccer has played in their development.

Originally from the UK, I moved to Saskatoon in early 2021 to serve as Vice President of Sales at Vendasta, a local technology company. Since then, I've become an entrepreneur, acquiring two Saskatoon-based businesses and launching another. I now run these companies full-time and take pride in having created 10 local, full-time jobs—with plans for more as we grow.

Soccer—football, as I've always known it—has been a lifelong passion. My father played semi-professionally and later coached and managed several teams (including mine), so I grew up on the touchline and was immersed in the game from a young age. I joined my first team at six and played competitively until 37. Over the years I've been a player, coach, match official, and club volunteer.

Some experiences I'm most proud of include:

- Representing the University of Hull First Team for all three years, winning our national division in my final year
- Serving on the university's football committee and captaining the First Team in my final year
- Coaching the University of Hull Women's Team for two seasons
- Representing my county (equivalent to a Canadian province) at every age level from U13 to U18
- Earning my UEFA B Licence in 2001 and renewing in 2004, 2007, and 2011
- Officiating youth matches for 20+ years after qualifying as a referee at 15
- Playing in the FA Cup
- Participating in Aston Villa FC's youth development program from ages 9 to 16
- Beating Michael Owen's side in a regional youth cup final—twice

As I've grown older (and hopefully a little wiser), I've found even greater joy in the moments shared with my sons and their teammates. Seeing kids realise their potential and grow in capability and confidence—and being a small part of that journey—is a wonderful feeling. I firmly believe in the power of youth sport, particularly soccer, as a force for positive development. Beyond fitness, soccer teaches teamwork, resilience, and discipline. It helps children win with humility and lose with grace, and gives them a safe environment to build confidence, solve problems, and form lasting friendships. For many, a soccer team is their first experience of being part of something bigger than themselves. With more than three decades in grassroots and competitive soccer, I bring a well-rounded perspective on the sport and the community that surrounds it. I believe soccer can be a powerful vehicle for personal development, inclusion, and connection—and that a strong, well-governed club is essential to that impact.





As a business owner and leader, I have extensive experience in governance, strategic growth, and building sustainable teams. Combined with my lifelong dedication to the sport, I believe this makes me a strong candidate for the Board. I care deeply about Aurora's success—not only on the field, but as a club that fosters positive experiences for players, coaches, and families.

Looking ahead, I see three pillars for continued success: investing in quality coaching and development pathways; fostering a positive, inclusive club culture; and ensuring strong governance that supports long-term growth. I would be honoured to contribute to that vision and help guide Aurora toward an even brighter future.

Thank you for your consideration.

