

Zechariah Thomas

Founder & CEO, Swift Hockey | Building Access and Opportunity Through Sport

ENTREPRENEURSHIP · PURPOSE-DRIVEN GROWTH · SOCIAL IMPACT · PRICING STRATEGY · RESILIENCE · BRAND BUILDING

THE PITCH

A Dragons' Den-backed hockey founder showing how mission pricing and community build durable growth in legacy-cost industries.

FULL BIO

Zechariah Thomas is the Founder and CEO of Swift Hockey, a Canadian hockey equipment company built to challenge one of the sport's biggest barriers: cost. By delivering high-performance sticks at a fair and transparent price, Swift Hockey is redefining access in a game that has traditionally been out of reach for many.

A former competitive hockey player, Zechariah didn't start Swift Hockey to "build a brand." He started it because he lived the problem — and saw firsthand how many talented young players were priced out before they ever had a chance. That perspective continues to shape how he builds, leads, and grows the business today.

Zechariah gained national recognition following his appearance on CBC's Dragons' Den, where he secured an investment for Swift Hockey. Since then, his story and the company's rapid growth have been featured across major outlets including NHL.com, Forbes (30 Under 30 – Sports), The Athletic, CBC Sports, CTV National News, CityNews Toronto, Global News, and the Jamaica Observer.

But what makes Zechariah stand out isn't just what he's built — it's how he thinks.

He speaks from the perspective of a young founder navigating pressure, uncertainty, and growth in real time. His work sits at the intersection of entrepreneurship, accessibility, and representation in sport, while also tapping into broader themes around resilience, decision-making, and building something meaningful from the ground up.

Under his leadership, Swift Hockey has grown quickly while staying grounded in its mission: to open doors, challenge outdated systems, and create opportunities for the next generation.

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Against the Ice: Leading Through Purpose and Community

Zechariah Thomas grew up in a sport where he was often one of the only ones who looked like him on the ice. That reality didn't come with a roadmap. It came with learning how to navigate environments that weren't built with you in mind, figuring things out as you go, and deciding early on whether you're going to adapt to the system or challenge it.

That experience didn't stay in hockey. It followed him into business.

When Zechariah started Swift Hockey, it wasn't because he saw a clean market opportunity. It was because he had lived the problem. He knew how many talented players were getting pushed out of the game before they had a real chance, not because they weren't good enough, but because the barriers were too high. Instead of accepting that as part of the system, he decided to build something that challenged it.

This keynote is a look at what it actually takes to operate in spaces where you don't immediately feel like you belong, and how that shapes the way you think, lead, and build.

Zechariah speaks to the pressure of making decisions without certainty, the discipline required to keep going when there's no clear validation, and the responsibility that comes with building something that other people start to see themselves in. He also gets into what community really means when it's not a buzzword, but something you have to create intentionally through action, consistency, and trust.

For organizations, this isn't about hockey. It's about how teams perform and grow when the environment isn't perfect, how leaders create space for people to contribute at a higher level, and what it takes to build something that people genuinely want to be part of.

IMAGE LIBRARY

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PORTRAIT



STAGE

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