



STRENGTH & CONDITIONING

Advisory Team

The Maverick Volleyball Club Strength & Conditioning Advisory Team is a group of accomplished coaches, scientists, and practitioners in Canadian high-performance sport. Their role is to support our training partners, contribute education and resources, and provide guidance across areas of athlete development as needed throughout the Maverick Volleyball Club.

ACCESS	DIRECTION	SUPPORT
World-class expertise directly supporting Maverick athletes	Evidence-based frameworks for program design and evaluation	Ongoing guidance for coaches, staff, and athlete development

The Athlete Foundation · Access | Direction | Support



Taylor Evernden

Strength & Conditioning Advisor

Founder & Director · ORKA Performance · Alberta, Canada

Taylor Evernden is a strength and conditioning coach and the founder of ORKA Performance, a multi-clinic rehab and performance facility based in Alberta. With over a decade of experience, Taylor has coached athletes across the Premier League, NHL, MLS, CFL, and other elite levels of sport.

Taylor holds a Bachelor of Kinesiology from the University of Saskatchewan, where he competed with the Huskies Men's Soccer Team, and a Master's in Strength and Conditioning from Edith Cowan University in Perth, Australia - one of the world's top programs for high-performance sport.

In addition to his coaching work, Taylor has contributed to the development of coaches across the country as a coach educator with Canada Soccer, specializing in the Sport Science stream. His academic foundation, international experience, and commitment to education continue to shape a performance philosophy rooted in both science and sport.

EDUCATION

BKin · University of
Saskatchewan

MASTERS

M.S. Strength & Conditioning
Edith Cowan University, AUS

EXPERIENCE

10+ Years · Premier League
NHL · MLS · CFL

ROLE

Coach Educator Canada
Soccer



Dave McDowell

Sport Science Advisor

Strength & Conditioning Coach · Brock University · St. Catharines, ON

Dave McDowell is a strength and conditioning coach at Brock University with 20 years of experience in the field. For the past 10 years, he has worked with Brock's men's and women's volleyball and rugby programs.

Dave holds a Bachelor of Physical Education from the University of Toronto, a Graduate Certificate in Human Performance Training from Sheridan College, and a Master of Science in Exercise Science with a specialization in Strength and Conditioning from Edith Cowan University in Perth, Australia.

Alongside his coaching work, Dave has a strong background in applied sport science, with a focus on performance testing, athlete monitoring, data analysis, and translating information into practical decisions for coaches and athletes. He is also heavily involved in coach development and mentorship, working with emerging strength and conditioning coaches and sport science practitioners both at Brock and around the world.

EDUCATION	MASTERS	EXPERIENCE	ROLE
BPhEd · University of Toronto Grad. Cert. · Sheridan College	M.S. Exercise Science Edith Cowan University, AUS	20 Years · Strength & Conditioning 10 Years · Brock Volleyball & Rugby	S&C Coach Brock University

— Additional advisory team profiles will be added as submissions are received —



Mary Claire (MC) Geneau

Sport Science Advisor

Postdoctoral Research Fellow · University of Victoria · Sport Scientist · CSI Pacific

Mary Claire (MC) Geneau is a Postdoctoral Research Fellow at the University of Victoria and a Sport Scientist with the Canadian Sport Institute Pacific. MC is also an Adjunct Professor with the School of Kinesiology at the University of British Columbia and sits as Chair of the High Performance Athlete Assessment in Sport group with Sport Science Canada.

With over a decade of S&C; and sport science experience, MC has supported numerous Canadian National Teams including Canada Soccer, Volleyball Canada, Rowing Canada, Field Hockey Canada, and Triathlon Canada.

MC holds a PhD from La Trobe University where she explored lower body strength diagnosis using force platforms.



EDUCATION

PhD · La Trobe University
Force Platform Research

AFFILIATIONS

UVic · UBC · CSI Pacific
Sport Science Canada

EXPERIENCE

10+ Years · S&C; & Sport
Science Canadian National
Teams

ROLE

Postdoctoral Research
Fellow Adjunct Professor ·
UBC

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Dave Granito

High Performance Advisor

Athletic Trainer · High Performance Systems · Boston, MA

Dave Granito is a certified Athletic Trainer and high-performance systems architect with more than 25 years of experience integrating sports medicine, sport science, and performance to maximize human potential in elite organizations.

Dave's career includes leadership roles with the New England Patriots — where he contributed to multiple Super Bowl championships — the Detroit Lions, University of Michigan Football, and Mass General Brigham's Center for Sports Performance and Research (CSPaR). Across these organizations, he has pioneered multidisciplinary performance models, led organizational transformation, developed world-class performance facilities, and translated cutting-edge research into practical systems that improve performance while reducing injury risk.

Today, Dave works with elite athletes, executives, and organizations to apply the principles of high-performance sport to leadership, workplace performance, and human optimization — building environments where individuals and teams consistently perform at their best.

EDUCATION	EXPERIENCE	NFL	ROLE
M.S. Athletic Training West Virginia University B.A. Kean University	25+ Years · Elite Sport NFL · NCAA · Mass General Brigham	New England Patriots Multiple Super Bowl Championships Detroit Lions	High Performance Systems Architect Athletic Trainer

— Additional advisory team profiles will be added as submissions are received —



Paul Oneid

Athlete & Coach Development Advisor

Founder & Head Coach · MAP · Co-Founder · CCU · Charlotte, NC



Paul Oneid is a coach, educator, mentor, published researcher, and athlete who has spent the past 18 years building strength — in others and in himself. He is the Founder and Head Coach of Master Athletic Performance (MAP) and the Co-Founder of Coaches Corner University (CCU), where he educates and mentors fitness professionals.

Paul holds Master's degrees in Exercise Science from the University of South Florida and Sports Management from Robert Morris University. He is a Certified Strength and Conditioning Specialist, Certified Exercise Physiologist, and Certified Olympic Weightlifting Coach, as well as a published researcher who has coached everyone from youth athletes to NCAA Division 1 programs to professionals across nearly every major sport.

His coaching philosophy runs on a single line: physiology only matters as much as psychology allows. Paul applies evidence-based programming, empathy-led relationships, and context-driven decision making that adapts to the individual — not the program. At CCU, this translates into a belief that great coaches don't chase answers; they learn to ask better questions and apply evidence to the person standing in front of them.

EDUCATION

M.S. Exercise Science
University of South Florida
M.S. Sports Management ·
RMU

CERTIFICATIONS

CSCS · CEP Certified
Olympic Weightlifting Coach

EXPERIENCE

18 Years · Strength &
Coaching Youth · NCAA D1 ·
Professional Multi-Sport

ROLE

Founder · MAP Co-Founder ·
CCU Published Researcher

— Additional advisory team profiles will be added as submissions are received —



Martin Poirier

Human Performance Research Advisor

Research Specialist · Canadian Forces Morale & Welfare Services (CFMWS) ·
Founder · BTM Analytics Inc.

Martin Poirier is a Research Specialist in Human Performance at the Canadian Forces Morale and Welfare Services, where he develops and validates occupational fitness standards, the physical requirements of a job, for the Canadian Armed Forces and other federal agencies. His work comes down to one question: does the standard reflect the demands of the job? A recent example is the new standard developed with the Royal Canadian Mounted Police, which replaced the one in place for 35 years.

Martin holds a PhD in Human Kinetics from the University of Ottawa, where his research examined the physiology that sets the limits of safe training and performance. He is a Clinical Exercise Physiologist and High-Performance Specialist certified by the Canadian Society for Exercise Physiology, and the founder of BTM Analytics Inc., an athlete testing company independent of his research role.

He returns to the Maverick Volleyball Club, where he was a strength and conditioning coach from 2007 to 2014 and an assistant coach with some of its teams. As an advisor, he aims to help the club measure what matters to its athletes and coaches, and claim only what the data supports.



EDUCATION

Ph.D. & M.Sc. Human
Kinetics (Exercise
Physiology) University of
Ottawa

CERTIFICATIONS

Clinical Exercise Physiologist
High-Performance Specialist
CSEP

EXPERIENCE

15+ Years · Research
High-Performance Sport
Tactical · Clinical

ROLE

Human Performance
Research Specialist Founder,
BTM Analytics Inc.

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Jon Geller

Sports Medicine & Performance Advisor

Director of Performance Medicine · Hamilton Hammers Hockey Club

Jon Geller brings nearly two decades of experience at the intersection of sports medicine, human performance, and technology. His career has evolved from frontline athletic therapy and strength and conditioning to leadership roles within elite sport, including positions with the Montreal Canadiens, Hamilton Bulldogs Hockey Club, and Toronto Maple Leafs, followed by experience in the performance technology industry with VALD.

Currently, Jon serves as Director of Performance Medicine and Head Athletic Therapist with the Hamilton Hammers Hockey Club, where he combines practical clinical experience with performance science, data-informed decision-making, and organizational strategy.

Jon holds a Master of Science in Health Science, Rehabilitation Science from Rocky Mountain University of Health Professions and a Bachelor of Science in Exercise Science with a specialization in Athletic Therapy from Concordia University. His perspective is shaped by working directly with athletes, coaches, medical professionals, performance staff, technology providers, and organizational leadership, giving him a multidisciplinary lens on athlete health, performance, and the evolving high-performance landscape.

EDUCATION	EXPERIENCE	CURRENT ROLE	FOCUS
M.S. Health Science · Rocky Mtn. Univ. B.S. Exercise Science · Concordia	Montreal Canadiens · Toronto Maple Leafs Hamilton Bulldogs · VALD	Dir. of Performance Medicine Head Athletic Therapist Hamilton Hammers HC	Sports Medicine & Performance Tech Clinical · Data-Informed Organizational Strategy

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