

Meet the BOARD

Adam Morris



ALBERTA FIELD LACROSSE PRESIDENT

Entrepreneur, Executive Leader, and Lacrosse Advocate

Adam Morris serves as President of the Alberta Field Lacrosse Association, bringing more than 15 years of entrepreneurial and executive experience in real estate development, manufacturing, engineering, and technology. He has founded, scaled, and exited companies across North America, leading ventures from early concept through operational growth and board-level governance. Adam holds an MBA and has extensive experience working with investors, stakeholders, and multidisciplinary teams in complex growth environments.

Adam's connection to lacrosse began in his youth playing minor lacrosse in Alberta and continues today through active involvement as a player, box lacrosse coach, and field referee. He has coached multiple age groups within the Razorbacks Field Lacrosse program and regularly engages with field programs in the United States, participating in tournaments and clinics to study competitive structures and growth strategies. As a father of three, with his children playing both box and field, he is closely connected to the athlete and parent experience. His involvement spans grassroots development through competitive levels, giving him a practical understanding of how programming impacts families, clubs, and long-term participation.

As AFLA President, Adam is committed to strengthening and growing field lacrosse in Alberta. He supports new approaches to scheduling and competition that reflect the realities of Alberta's short summer and modern family commitments. His focus is on building field events that become true highlights of the summer, where competition is strong, the energy is high, and athletes are genuinely excited to compete.

