

# **Andrea Lekushoff**

**President and Founder at Broad Reach Communications**

Toronto, Canada Area, ON, CA

Award-winning PR agency leader with a track record of building strong reputations and delivering business results

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## **Biography**

A leader in the Canadian public relations industry, Andrea Lekushoff has two decades of experience creating business value for many of the world's most respected brands. As the president and founder of Broad Reach Communications, she brings with her strong leadership and entrepreneurial skills, sound business acumen and a track record of success in attracting and retaining both clients and associates. With a unique vision and a passion for delivering the highest level of client service, Andrea works directly with clients and senior leadership teams, and has demonstrated an exceptional ability to quickly understand and develop solutions to their communications challenges. She has overseen projects in Canada, the U.S, Europe and India, and her teams have developed PR and communications plans that have been leveraged in countries around the world. Andrea has also led Broad Reach to win a number of major PR industry awards from the International Association of Business Communicators (IABC) and the Canadian Public Relations Society, including a prestigious international IABC Gold Quill Award—the highest level of professional acknowledgment in business communications today. Committed to giving back to businesswomen around the world, Andrea and Broad Reach now provide microfinancing to 10 women entrepreneurs in Tanzania through FINCA Canada. Broad Reach supports these women by providing the essential loan capital they need to fund and run their businesses—and in turn strengthen their communities. Andrea also mentors the next generation of women business leaders by providing insight, guidance and counsel to graduate and undergraduate business school students at the Richard Ivey School of Business.

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## **Availability**

Keynote, Moderator, Panelist, Corporate Training

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## **Industry Expertise**

Print Media, Writing and Editing, Public Relations and Communications

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## **Areas of Expertise**

How to Use PR to Drive Business Results, Lifestyle-Driven Teams: A New Paradigm for Professional Services Firms

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## **Affiliations**

Canadian Public Relations Society (CPRS), International Association of Business Communicators (IABC), Public Relations Society of America (PRSA): Counselors Academy, Women of Influence Inc., FINCA Canada

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## **Event Appearances**

**Having It All: The Next Generation of Ivey Women Business Leaders**  
Women In Leadership

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## **Education**

**Western University - Ivey Business School**  
MBA Master of Business Administration

**Western University**  
Honors Bachelors of Arts French Language and Literature

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## **Accomplishments**

**Blue Ribbon Panel Member**  
Judge for the 2013 IABC Silver Leaf Awards

### **CPRS Awards**

CPRS National Gold Award ? Writing (2012) CPRS National Bronze Award ? Media Relations (2012)  
CPRS Toronto ACE Award - Media Relations (2012) CPRS Toronto ACE Award - Best Media  
Relations Campaign (2010) CPRS Toronto ACE Award - Best New Product/Service Launch (2010)

### **IABC Awards**

IABC Gold Quill Award of Excellence ? Writing (2012) IABC Toronto OVATION Award of Excellence  
? Writing (2012) IABC Toronto OVATION Award of Merit ? Media Relations (2012) IABC Silver Leaf  
Award of Excellence ? Media Relations (2011) IABC Gold Quill Award of Merit ? Media Relations  
(2011) IABC Toronto OVATION Award of Excellence ? Media Relations (2011) IABC Toronto  
OVATION Award of Merit ? Media Relations (2011)

### **Ivey Business School**

Class of 2001 Outstanding Achievement Award Scholarship for Academic and Professional  
Excellence

**Canadian-American Business Council in Washington, DC**  
Outstanding Contribution Award

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