

Andrea Reed

Vice President, Strategic Partnerships at Canadian Partnership Against Cancer

Toronto, ON, CA

Engaging partners, health organizations and Canadians in transforming the cancer system to provide high quality, equitable care to all

Biography

Andrea Reed joined the Partnership in 2011 and is now the Vice-president, Strategic Partnership division which leads engagement of partners in Canada's health system and broader cancer community who are key to implementing practice and policy changes that deliver on the priorities of the 2019-2029 Canadian Strategy for Cancer Control. The division works with the Partnership's program teams and system partners to develop work plans, monitor progress, and regularly assess new and evolving work to ensure it aligns with the eight priorities of the Strategy. The division also leads communications activities to strategically support and profile the work of the Partnership in driving forward the priorities of the Strategy across partners, stakeholders and the public. The division also oversees a special agenda of working alongside First Nations, Inuit and Métis to drive forward People-specific priorities and actions, outlined in the Strategy, by co-developing and implementing solutions to improving cancer care for those in these communities. Ms. Reed has over 25 years of experience in communications, stakeholder relations and business planning and development, in the public and private sectors, with a focus on health organizations. Previous roles have included Vice President, Health at Hill & Knowlton Canada, where she is credited with helping to build its health practice into one of the leading practices in Canada and Director, Campaign Communications at the Hospital for Sick Children. Ms. Reed has also been a consultant to top-tier pharmaceutical, biotechnology and other health sector clients. She holds a Master of Arts in Sociology from York University and a Bachelor of Arts in Psychology and English from the University of Toronto.

Areas of Expertise

Strategy and Performance Measurement, Public Engagement, Pan-Canadian Cancer Control, Communications Planning, Partnership Development, Crisis Communication and Issues Management, Strategic Communications

Education

York University
MA Sociology

University of Toronto
BA English & Psychology

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