

Gillian Brouse

Senior Consultant, Internal Communications at Bank of Canada

Ottawa, ON, CA

Experienced strategic marketing & communications counsel with a commitment to merge communications activities and business objectives

Biography

Experienced and strategic marketing and communications counsel. Tactical know-how. Messaging and writing. A commitment to tie marketing and communications activities to business objectives. Some consultants ask "what?" "when?" and "how much?" I will start by asking "why?" My most recent engagement was with a large Crown Corporation that came to me to help introduce a whole new approach to pay and benefits to their employees. The clear, ongoing communications that I helped to conceive and deliver were welcomed by employees and managers alike, and were singled out, more than once, as being a factor in the successful introduction of complex and sensitive changes. This builds on a record of helping high-tech companies grow and meet their business objectives through marketing, PR, and demand-generation.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Government Relations, Social Media, Market Research, Writing and Editing, Training and Development, Corporate Leadership, Advertising/Marketing, Corporate Training, Public Relations and Communications, Direct Marketing

Areas of Expertise

Organizational Communications, Public Relations and Communications, Marketing, Planning and Executing Communications Strategies, Organizational Change and Development, On-Target Messaging

Education

University of Ottawa
MA English

Université Paris Sorbonne
certificat, cours de francais aux etrangers, niveau superieur

Accomplishments

Recipient - Fulcrum Technologies President's Award

Fulcrum has extensive experience providing all of the services needed for implementation and support of a complete Infrastructure Lifecycle Management solution.

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