

# **Kaitlynn Furse**

**Director, Corporate Communications at CAA South Central Ontario**

Thornhill, ON, CA

Media spokesperson and subject matter expert on winter driving, road trips and travel.

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## **Biography**

Kaitlynn has worked with some of Canada's leading brands to bring corporate storytelling to life. Having worked in both agency and corporate settings, Kaitlynn takes an insights-led approach to developing aspirational and practical communications strategies. She leads the corporate communications team at CAA Club Group, including external public relations initiatives and internal Associate communications. She also serves as a media spokesperson. Kaitlynn is an avid traveller, knowledgeable about travel and tourism trends, having previously served as the manager of global public relations and partnerships for Fairmont Hotels & Resorts.

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## **Industry Expertise**

Travel and Tourism, Automotive, Public Relations and Communications

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## **Areas of Expertise**

Winter Driving, Travel and Tourism, Strategic Communications, Road Trips

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## **Affiliations**

Toronto Botanical Garden : Board of Directors, Girl Guides of Canada, 10th Girl Guides : Leader

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## **Education**

**Humber College**

Post Graduate Certificate Public Relations

**University of Toronto**

B.A. (Hons.) Political Science

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## **Accomplishments**

**Ontario Junior Citizen, Ontario Community Newspapers Association**

Awarded for community involvement

**Semi-Finalist, Canada's Next Great Prime Minister**

National CBC competition

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