

Russel Lolacher

Professional Speaker, Podcaster, Voice Talent at Communications Kitchen

Victoria, BC, CA

I will help your leadership connect with employees and take steps to building a workplace we love.

Biography

A self described "communication nerd", Russel believes in the importance of communicating better to improve customer and employee relationships. With 23 years of customer service experience and 12 years in communications (including 10 years leading organizations in social media) in private and government organizations, Russel has been leading engagement strategies and improving customer relationships for years. He's been recognized internationally for his work, including named "One of the Top 15 NPS and Customer Service Thought Leaders to Follow in 2017" by CustomerGauge, "One of Canada's most influential experts on social media in the government sphere," by Hootsuite and recognized as "Customer Service Thought Leader and Advocate" by Microsoft. Fun Facts: - Born and raised Canadian boy with a constant itch to travel the world. - Is continually amazed if he doesn't have to explain what "Pickle Ball" is. - Rarely kills plants. - Loves the energy of speaking to a crowd. - Jumped from a perfectly good airplane. - Played drums in a high school karaoke version of Meatloaf's "Paradise by the Dashboard Light"

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Public Relations and Communications, Social Media, Consumer Services, Government Relations, Professional Training and Coaching, Media - Broadcast, Advertising/Marketing, Hospitality, Writing and Editing

Areas of Expertise

Communication & Culture, Communications, Team & Leadership Development, Employee Experience Strategy, Content and Media - the Future of Personalization, Social Media & Branding, Social Media & Content Marketing for Business and Non-Profits, Leadership, Government 2.0/Community Management, Public Service, Social Media, Branding, Customer Service & Customer Relations, Social Marketing, Public Relations, Employee Engagement and Empowerment, Podcasting, Internal / Employee Communication

Affiliations

TEDxJuandeFuca, Odd Fellows of Victoria

Sample Talks

Culture Change: How to Sell Social

Exploring the understanding and strategies necessary to encourage your organization to adopt and accept new social practices with take-aways you can use for your organization.

Event Appearances

T.U.R.N. Up Your Social Customer Service

Speaker Series - Greater Victoria Chamber of Commerce

Small Business Customer Service Panel

SOHOVictoria

T.U.R.N. Up Your Social Customer Service

TweetStock

Shifting Culture and Selling Social ? How to encourage internal support for new forms of engagement

Social Media Camp

Finding Your Voice: Branding and Your Social Media Strategy

Sales & Marketing Executives Victoria Speaker Series

Online Work, Offline Career: How Using Social Media Can Help You Get the Job You Want

UVIC Co-op Career Services

Emcee

TEDxJuanDeFuca

Emcee

IOOF 2014 Charity Golf Tournament

Emcee

Unity Ball - "Masquerade"

Education

Royal Roads University

Bachelor Professional Communications

British Columbia Institute of Technology

Diploma Radio Broadcasting

Accomplishments

Social Media Customer Service in Government Leadership

Created the first social customer service team and lead the most engaged and furthest reaching social media presence in the BC government.

International Recognition for Customer Service

Identified as a customer communication leader by various global organizations, including: - Recognized Customer Service Thought Leader and Advocate by Microsoft - One of Canada's most influential experts on social media in the government sphere. ? Hootsuite - Top 100 of Customer Service Pros on Twitter - Huffington Post - Top 15 NPS and Customer Service Thought Leaders to Follow in 2017 - CustomerGauge - Top 25 Customer Experience Leaders to Keep an Eye On in 2015 ? Satmetrix

Travel

Travelled to 13 countries, including Greece, Costa Rica, Portugal, Germany, Dominican Republic, and am already planning those next adventures.

Testimonials

Keegan Goodrich

?I use Russel's communication ideas as great reminders to enhance customer service, which is the basis of good public relations.?

Chris Burdge

?Event producers live or die by the content of our events. So when we re-invite speakers back for a second and third year, you know they've got to be good. Not only have we asked Russ to speak at multiple Social Media Camp events, but I also asked him to speak at the inaugural SOHO Victoria event. Russ is always among the highest rated speakers by delegates. If you are looking for a dynamic, professional speaker on the topic of customer service or anything related to it, look no further. Russ is your man!?

Jody Matheson

"We organize Tweetstock in order to bring the best speakers available to our audience. We have been privileged to host some of the top social media influencers and speakers. I would add Russel to that list of unforgettable presenters and would not hesitate to have Russel speak again at future events."

Christine Lewis

"Russel provided an excellent workshop to our members on improving your business' customer service through social media. We would definitely recommend him as presenter for other Chambers and organizations."

Maureen Sheehan

?We used his recommendations to guide us through our steep learning curve. Russel knows his stuff and delivers. I recommend him for your communications project.?

Judy Bounds

?He provided strategic council for the development of a social media plan?and unique social media ideas and opportunities to support The Weather Network. Russel is highly recommended.?

John Mardlin

"I'm so glad to have had Russ as the Emcee at this event. He brings a warm, humorous and intelligent presence to the stage, that manages to connect authentically with the audience. Russ was also able to make me feel relaxed knowing that he understood the time constraints for each speaker and the event over all, and was able to keep things moving smoothly. I've also attended presentations by Russ at other times. He is a very talented and professional speaker/MC, that I would recommend to any event organizer."

Gillian Dolding

?I loved working with Russel. The social media strategy and consultation he provided for our Hoyne?s Dark Matter launch had real, tangible results, increasing foot traffic to our event by 20%. I?d highly recommend him.?

Jamie Gale

"Russel did an amazing job emceeding our charity golf event. I will definitely approach him to host again next year and I would highly recommend him to others. Professional, engaging, funny, relaxed and with a great understanding of the intent of the event, he was great at keeping the night on track, reading and playing with the crowd, setting the right tone, working with me through out the night to tweak and share information to the attendees as needed and providing valuable suggestions from his own experience?it all really added to the evening and helped in its success. I?ve seen Russel emcee at other events as well and he consistently delivers every time.?

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