

# Tyler Knowlton

**Chief Public Engagement Strategist at Office of Policy and Priorities**

Halifax, NS, CA

Connecting people, capturing ideas and challenging the status quo in a digital world

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## **Biography**

With a multidisciplinary background of Digital Communications, Fine Art and a healthy technological obsession, Tyler lead the development and implementation of the Virtual G-20 Secretariat in 2010 and continues to be at the forefront of digital multilateral collaboration and negotiation. His team of strategists at the Department of Foreign Affairs and International Trade Canada have worked with international organizations and projects like the Commonwealth Secretariat and the Canada-Mexico Partnership as well as other Canadian Federal Government Departments to help further their online collaboration efforts. Tyler is currently living in Ottawa, Canada.

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## **Industry Expertise**

Advertising/Marketing, Program Development, Social Media, Public Relations and Communications

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## **Areas of Expertise**

International E-Collaboration, Open Policy Development, Public Engagement

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## **Sample Talks**

### **Redesigning the G-20 Process for a Digital World**

In 2010, the Canadian Prime Minister's personal envoy to the G-20 Summit or 'sherpa? was frustrated with email. He was struggled with the spam, the viruses and the countless versions of the same documents he and his team had to sift through on a daily basis. This case study examines how a small team leveraged their expertise in social media and stakeholder engagement to rethink how the G-20 conducts business in a digital world. .

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