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# BEN BAKER

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Richmond, BC

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**US and Canadian Citizen**

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## SENIOR-LEVEL COMMUNICATIONS, MARKETING & BRAND EXECUTIVE

Brand and Marketing Strategy and Tactics / Stakeholder Relations and Engagement / Storytelling / Leadership  
Recipient, Bronze Medal—PPAI Image Award for Branding (2017) and Nominee, Small Business BC Awards (2019).

Please [CLICK HERE](#) to watch the video that explains my 2025 Predictive Index  
and how my being a CAPTAIN benefits you.

### SELECTED ACHIEVEMENTS:

#### **BRAND BUILDING:**

- ◆ Strategically involved in the rebranding of **Canadian Airlines** to their Goose Logo and integrating them into the **OneWorld program**, ensuring seamless connectivity and enhanced guest loyalty.
- ◆ Developed a campaign for the **City of Edmonton** to implement smoke-free premises in bars and restaurants. Achieved a net increase in patronage and revenues city-wide, overturning industry expectations of a 25% decrease.
- ◆ Developed revitalized brand for logistics and 3PL company, helping them differentiate their offers and increase sales by upwards of 15%.
- ◆ Identified and built brand equities for diverse clients, across industries, countries and continents, connecting their stories with audiences to drive relevance and loyalty.

#### **MARKETING EXECUTION:**

- ◆ Designed, developed, and implemented a loyalty direct marketing campaign for a casino client, achieving a 45% monthly in-house redemption rate and driving multi-million-dollar revenues over three years.
- ◆ Enhanced a US grocery chain's loyalty program, creating variable coupons that drove a 25% increase in the purchase of store-branded items, increasing store margins by 10%.
- ◆ Oversaw cross-functional marketing calendar development, budget planning, and multi-channel campaign execution, consistently achieving business outcomes for a wide variety of clients increasing awareness by 25%.

**CLICK TO [READ MY CASE STUDIES HERE](#)**

#### **BUSINESS DRIVER:**

- ◆ Developed multi-channel marketing campaigns for government and industry clients increasing awareness and adoption levels by over 30%.
- ◆ Innovated efficiency in marketing spend, linking activities to tangible business outcomes and delivering quantifiable brand goals.
- ◆ Consulted with clients to transform customer research insights into actionable strategies that drove brand strength, new client segments, and differentiation.

## **LEADERSHIP:**

- ◆ Resilient, adaptive, and creative leader focused on recruiting, retaining, and developing top talent. Successfully built high-performing teams that consistently delivered exceptional results in complex environments.
- ◆ Coached and mentored emerging leaders through industry initiatives, fostering growth and career advancement.
- ◆ Recognized as a bold executive leader with a vision to drive innovation, leveraging data, experience, and instinct to achieve strategic goals.
- ◆ Led a team of 30 across two countries to manage a client from \$75M to \$100M in sales over two years.

## **WORK EXPERIENCE**

***I AM BENBAKER***

***CEO of What's Next***

***Present***

**I am utilizing all my skills and experience to find my next career. I am adaptive, creative and resilient, and my 25+ years of communications skills, stakeholder management, networking, building trust and achieving goals.**

All of this positions me as the right candidate for an organization who desires someone who can create impact and lead, coach and mentor the next generation of leaders, drive change, achieve goals and profitability.

***YOUR BRAND MARKETING***

***CEO, Director of Communications***

***JAN 2008 – DEC 2024***

**25 + years of brand development and marketing through direct and email, channel, promotional, trade show, conferences and webinars, social media, video production, podcasting and media relations leading to multi-million profits for clients across various market segments. Worked with teams that provided data and web analytics, SEM and Google Marketing.**

Successful brand, marketing and communications consultant and entrepreneur specializing in partnering with senior-level clients, partners, stakeholders and employees at all levels. Able to understand specific needs, develop strategies, systems, and tactics, and build trust to achieve mutually agreed-upon goals in meaningful and profitable ways. Worked with clients globally in industry (including AECO clients), healthcare, and government sectors to differentiate, drive alignment and compel engagement.

***VCR PRINT LTD.***

***Communications Consultant***

***APRIL 1999- DEC 2007***

Gained early-career consulting expertise, providing branding/marketing support through one of Western Canada's top print management and graphic communications firms. Assisted the company in continually expanding its client base and successfully adapting its services to meet the dramatic changes of the new millennium. Led a team of ten sales executives with clientele across Western Canada and increased sales year-over-year by more than 10% annually.

## **WHO I AM**

Globally focused, results-driven Senior Branding and Communications Professional who thrives in fast-paced, multi-faceted, and complex work environments. 25+ years of demonstrated branding, storytelling, and communications expertise in transportation, healthcare, government, entertainment, and logistics, focused on discovering needs and building trusted brands and relationships. Passionate about crafting strategies, stories, and solutions that are listened to, understood, valued, internalized, recalled, and engaged with across internal and external stakeholders and clients. Skilled at driving awareness, building brands, stakeholder engagement, and achieving corporate goals by reaching internal and external stakeholders in ways that compel them to perceive value, understand goals and direction, and act accordingly.

## CORE COMPETENCIES

- ◆ Strategic Brand Development and Multi-Channel Storytelling
- ◆ Results-Driven Marketing Campaign Execution
- ◆ Performance Marketing driving Business Outcomes
- ◆ Data-Driven Decision-Making and Insights
- ◆ Planning, Developing, and Executing Large-Scale Client Activations and Engagement
- ◆ Customer Loyalty and Advocacy Programs
- ◆ Creative Instincts with Executional Excellence
- ◆ Stakeholder Collaboration and Influence
- ◆ Cross-Divisional Change Leadership
- ◆ Brand Equity Identification and Building
- ◆ Budget and Timeline Management
- ◆ Team Leadership, Coaching, and Development

## PORTFOLIO

- ◆ [LinkedIn](#)
- ◆ [YouTube](#)
- ◆ [Published Books on Brand and Crisis Management](#)
- ◆ [Articles and eBooks](#)
- ◆ [Thought Leadership](#)
- ◆ [5 ½ Year YourLivingBrand Podcast](#)
- ◆ [2+ Year GnawOnThis Podcast](#)
- ◆ [Case Studies](#)

## OTHER ENDEAVOURS

- ◆ **Software Proficiency** | MS Office, Database, Adobe Creative Suite, CRM, Video, Email Marketing, WordPress, Elementor and Social
- ◆ **Honours & Awards** | Recipient, Bronze Medal—PPAI Image Award for Branding (2017) and Nominee, Small Business BC Awards (2019)
- ◆ **Mentor** | More than a decade of mentoring youth at BCIT, SFU, LANGARA and through PPAI and PromoKitchen
- ◆ **Volunteer:** 2010 Olympic Protocol Team, [www.stevestonsalmonfest.ca](http://www.stevestonsalmonfest.ca) Trade Show Manager (7 Years)

## EDUCATION

University of Victoria

Bachelor of Arts, Political Science

Victoria, BC

Hebrew University of Jerusalem

One Year Program, International Relations

Jerusalem, Israel

References Available Upon Request