
BEN BAKER

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US and Canadian Citizen

READ THIS FIRST

Strategic and analytical person focused on brand, story, alignment, and differentiation.

- ◆ 20+ years global brand and communications strategist driving omni-channel storytelling and positioning.
- ◆ 20 + years of strategic communication resulting in driving effective change in health authorities across Canada.
- ◆ 15+ years as an innovative and change-focused leader who believes in empowering teams to be innovative, resilient, and creative, achieving goals and objectives.
- ◆ Continually looking for disruptive technologies that can either help or hinder and adjust accordingly.
- ◆ 20+ years of brand strategy, customer segmentation, content development and digital innovation.
- ◆ 20 + years of content marketing, direct marketing, and thought leadership development.
- ◆ 13+ years of PR, issues management, crisis, and emergency communications with media training.
- ◆ Visionary, data-driven, strategic, and analytical problem-solver.
- ◆ 20+ years of managing external vendor relationships, including scope, budget, and execution responsibility.
- ◆ Author of [two books on leading beyond a crisis and branding](#)
- ◆ 13+ years of podcasting and 10+ years as a keynote speaker.
- ◆ 20+ years of passionate internal/external stakeholder focused on collaborative relationship building.
- ◆ 20+ years as a collaborator, facilitator, and educator- working with sales and other internal and external teams (and leadership) towards alignment and goals.
- ◆ Thrives in dynamic & multi-faceted environments.

PROFESSIONAL EXPERIENCE

Over my extensive career I have managed \$100 million accounts for Ingram Micro, and led teams, both in-house and remote, resulting in millions of dollars in profitability, goals achieved and changes accomplished.

SENIOR COMMUNICATIONS LEADER AND ENTREPRENEUR

YOUR BRAND MARKETING January 2008 – Dec 2024

Entrepreneur and successful B2B communications strategist, leader, and consultant 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 retail, private industry, healthcare, hospitality, and government sectors to differentiate, drive alignment, and compel engagement resulting in multi-million-dollar profits for individual clients. **My work has focused on creating projects that successfully align with both union and management needs, aspirations, and goals.**

20+ YEARS EXPERIENCE SERVING CLIENTS ACROSS A VARIETY OF DISCIPLINES:

- ◆ Branding, Marketing and Communications
- ◆ Media Relations and Crisis Communications
- ◆ Thought Leadership Development/Communications
- ◆ Product, ABM and GTM Dev. & Marketing
- ◆ Trade Show and Conference Development
- ◆ Webinar and Seminar Development
- ◆ Strategic Content Marketing
- ◆ Road Shows and Round Tables
- ◆ Field Marketing
- ◆ Promotional Marketing
- ◆ Print Development and Management
- ◆ Podcasting- Full Design and Production
- ◆ Social Media and Digital Marketing
- ◆ Direct, Email and Digital Marketing

Resulting in multi-million profits for clients across various market segments, creating safer and healthier work environments, and more engaged and informed workforces.

PARTIAL LIST OF CLIENTS

- ◆ Alberta Health Services
- ◆ Fraser Health Authority
- ◆ Vancouver Coastal Health Authority
- ◆ Fraser Health Authority
- ◆ St. Paul's Hospital
- ◆ Health Canada
- ◆ Island Health Authority
- ◆ BC Ministry of Health
- ◆ Air Canada
- ◆ Intercare Group

OTHER PROFESSIONAL EXPERIENCE

VCR PRINT LTD., MARKETING AND BRANDING CONSULTANT, VANCOUVER, BC

- ◆ Led accounts and a team of ten salespeople through multi-million-dollar growth over nine years.
- ◆ Involved in the rebranding of Canadian Airlines and their move into the OneWorld Family.
- ◆ Design and developed strategies for various regional, national and international companies preparing them for Y2K.
- ◆ Created a three-year direct marketing loyalty program for client that netted a 25% increase in profitability over that time resulting in more than a \$30 million dollar profit per year.

20+ YEARS SERVING CLIENTS ACROSS A RANGE OF INDUSTRIES:

- ◆ Healthcare
- ◆ Municipal, provincial, and federal government
- ◆ Print and Manufacturing
- ◆ Travel and Tourism
- ◆ Insurance
- ◆ Health and Safety
- ◆ Logistics
- ◆ Construction
- ◆ Retail
- ◆ First-Responder Organizations
- ◆ Communications
- ◆ Gaming

The net result for all clients is transforming them from where they are to where they desire to be through active listening, effective two-way communication, and creative stakeholder relationships that enable profitable growth.

OTHER ENDEAVOURS

- ◆ **Software Proficiency** | MS Office, Suite, Adobe Creative Suite, CRM, Video, Email Marketing, WordPress, Web (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 Trade Show Manager (7 Years)
- ◆ **13 years** of internal and external podcast development, management, and hosting driving alignment, trust, change and goal enablement.
- ◆ **10 + years** of keynote speaking across North America and virtually worldwide.
- ◆ **15+ years of leadership**, including more than a decade at a senior level (fractional)

EDUCATION

University of Victoria – Bachelor of Arts, Political Science

Victoria, BC