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Ben Baker

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US and Canadian Citizen

If your organization is navigating **reputation challenges, stakeholder misalignment**, or gearing up for **brand transformation**, let's talk. I've spent the last two decades leading and helping leaders navigate through those exact moments and prosper on the other side.

As a **senior executive in strategic communications and brand**, with more than 20 years of experience and expertise, I've partnered with government agencies, enterprise brands, and healthcare authorities to **build trust, craft narrative alignment**, and lead teams through change. Whether saving **\$20 M+ through onboarding redesign** for a Fortune 200 firm or driving a **45% monthly response rate** on a regional loyalty campaign, my work sits at the intersection of **strategy, clarity, understanding, alignment, influence, engagement, and measurable impact**.

What sets me apart is my ability to work across the spectrum—from **executive messaging and board communications** to rolling up my sleeves on media strategy, employee engagement, and campaign execution. I bring a communicator's instinct, a strategist's brain, and a facilitator's toolkit.

I'm not just looking for another assignment, I'm looking to embed, align, and create lasting momentum. If you're building something that demands clarity, trust, and cultural lift, I'd welcome the chance to contribute.

Thank you for your time, and if it's the right fit, I'd love to continue the conversation.

Warm regards,

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STRATEGIC COMMUNICATIONS LEADER

Crisis Comms | Stakeholder Engagement | Executive Branding | Change Advisory

Trusted communications strategist and executive advisor with 20+ years of experience guiding **enterprise clients, government leaders, and C-suite stakeholders** through brand evolution, crisis events, stakeholder alignment, and transformation. Known for crafting **multi-channel narratives** that build trust, drive alignment, and produce **measurable ROI**.

Author of two books, 13-year podcast host with over half a million downloads, and keynote speaker with global reach. Equally fluent in **strategy and execution**, I've launched campaigns that generated **\$50 M+ in revenue**, onboarded thousands of employees post-M&A, and transformed brand trust across industries. **Poised for senior roles in enterprise communications, brand transformation, or embedded advisory partnerships** where reputation, trust, and change-readiness drive competitive advantage.

SELECTED HIGHLIGHTS

- **Saved \$20 M** via secure onboarding podcast strategy for Fortune 200 post-M&A integration
- **Generated \$50 M+ net profit** for casino client through high-impact loyalty campaign
- **Led citywide smoke-free campaign** that reversed business fears and lifted net profits by **10%**

CORE COMPETENCIES

Strategic Communications • Stakeholder Alignment • Crisis & Reputation Management • Brand Positioning
Change Communications • Executive Messaging • Public Sector Advisory • Employee Engagement
Content Strategy • Thought Leadership • People Leadership • Omnichannel Campaigns • Internal Transformation

PROFESSIONAL EXPERIENCE

Your Brand Marketing – Senior Communications Leader & Founder

Jan 2008 – Dec 2024 | Global Client Base (Healthcare, Government, Private Sector)

Founded and led a strategic communications consultancy serving **senior executives, public agencies, and enterprise brands**. Championed stakeholder engagement, executive messaging, and internal alignment across **healthcare, government, and industry verticals**.

- **Increased profitability 10%** citywide via smoke-free bar campaign—reframed public narrative and boosted non-smoker traffic
- Drove **20% lift in in-store brand purchases** and **30% loyalty card signups** for \$200 M grocery chain via data-driven DM campaign
- Engineered 3-year loyalty strategy for regional casino, resulting in **\$50 M+ net profit increase** and 45% average redemption rates
- Spearheaded **secure podcast onboarding** strategy post-M&A for Fortune 200, saving **\$20M+** and reducing attrition by 10%
- Developed safety comms for international port org, yielding **8:1 ROI**, fewer injuries, and lower comp claims
- Led digital rollout strategy for health authority of 100K employees, saving **\$ 25 M+** in year one and countless lives.

Earlier Experience: Held strategic roles in **marketing, branding, and stakeholder communications** with organizations spanning **aviation, logistics, healthcare, education, and manufacturing**. Delivered campaigns that drove **multi-million-dollar growth**, brand revitalization, and cultural alignment. Known for **cross-industry adaptability**, team empowerment, and building **resilient messaging systems** that scale.

SELECTED CLIENT INDUSTRIES

Healthcare • Federal/Provincial/Municipal Government • Higher Education • Private Enterprise
Logistics • Gaming • Manufacturing • First Responders • Retail • Construction • Insurance

LEADERSHIP & RECOGNITION

- **Awards:** Bronze Medal – PPAA Image Award for Branding • Small Business BC Nominee
- **Speaking & Media:** 13+ years hosting executive-level podcasts • 10+ years keynote speaker across North America
- **Mentorship:** Advisor to emerging professionals via BCIT, SFU, Langara, PromoKitchen
- **Volunteerism:** Olympic Protocol Team (2010) • Steveston Salmon Fest Trade Show Manager (7 yrs)

TECH STACK

MS Office • Adobe Creative Suite • WordPress • HubSpot • Canva • CRM Tools • Podcast & Video Production

EDUCATION

University of Victoria – BA, Political Science
Victoria, BC

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