

**Ben Baker, US and Canadian Citizen**  
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Richmond, BC

Are you ready to bring new leadership in-house that can create impact, drive change and coach, mentor and lead the next generation of leaders?

My name is Ben Baker, and for the last two decades, I have helped companies like yours communicate more effectively, both inside and outside the organization, create superior customer experiences, and solidify stakeholder relations within mid-to-large-sized B2B organizations.

I believe that innovation comes from the customer backward. If we want customers to engage with us, champion us, and be loyal and profitable allies, we must listen to, understand, and value them.

Let's talk if your organization is navigating reputation challenges, customer success issues, stakeholder misalignment, or gearing up for brand transformation. I've spent the last two decades leading and helping leaders navigate those exact moments, increasing loyalty and prospering on the other side.

**How I bring value to you, and your organization is by providing a global outlook, a problem-solving attitude, an entrepreneurial spirit, a communicator's instinct, a storyteller's passion, 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. I'd welcome the chance to contribute if you're building something that demands clarity, trust, and cultural lift. I am here to create a significant impact, drive change, and coach, mentor, and lead your next generation of leaders.

I am a [passionate writer](#) and [13+ year podcaster](#) with a vision of creating a podcast for you, telling the unique stories of the communities you support and building understanding, alignment, and trust. For more information, please visit [my case studies page](#).

What is it worth to you to create partnerships, connect communities, and reach your goals?

Let's talk,

*Ben Baker*

# Ben Baker

Richmond, BC

604-512-7174 | [Email](#) | [Website](#) | [LinkedIn](#)

US and Canadian Citizen

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## STRATEGIC COMMUNICATIONS, STAKEHOLDER RELATIONSHIPS, AND CHANGE LEADER

**Opportunity Developer | Relationship Builder | Strategic Storyteller | Facilitator and Activator | Problem Solver**

Trusted communications and change management strategic executive with 20+ years of experience guiding B2B mid-to-large **enterprise clients, education, healthcare, not-for-profits, government leaders, and C-suite stakeholders** through brand evolution, crisis events, stakeholder alignment, customer success, and transformation nationally and globally. Known for crafting innovative, multifaceted initiatives (both digital and analogue) that build trusted partnerships, drive alignment and understanding, facilitate successful change, and produce **measurable ROI**.

Author of two books on branding and leading beyond crises, eighteen eBooks and hundreds of articles published on change and communications, 13-year podcast host with over half a million downloads, and keynote speaker with global reach. Equally fluent in **strategy and execution**, I have launched campaigns that generated **over \$50 million in revenue, onboarded thousands of employees post-M&A, and transformed brand trust across various industries. Poised for senior leadership roles in enterprise communications, brand transformation, customer success, strategic change management, partnership alignment, or embedded advisory partnerships** where reputation, awareness, trust, and change-readiness drive competitive advantage.

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## SELECTED HIGHLIGHTS

- **Led virtual, hybrid and in-office teams** with direct reports of ten and indirect reports of up to fifty for more than a decade, **exceeding corporate goals by upwards of 15%.**
  - **Developed, led, and MCed roadshows** for clients across the USA, increasing the **client base by 10%.**
  - **Led the communications rollout** for technical implementation at a provincial health authority, saving \$25 M and lives.
  - **Developed and led rollout** for safety program for worldwide port organization; **8:1 ROI**
  - **Generated \$50 M+ net profit** for casino client through high-impact loyalty campaign utilizing loyalty cards.
  - **Led citywide smoke-free campaign** that reversed business fears and lifted net profits by **10%.**
  - **Took a \$60 M national retail account to \$100 M in less than 2 years** through relationship management.
  - Managed relationships for clients for 20 + years, shortening timelines and producing more effective B2B campaigns with increased ROI.
  - Member of the **2010 City of Richmond Olympic Protocol Team**
  - **Avid Traveller**
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## SKILLS:

Servant Leadership • Relationship Builder • Inclusive • Goal-Oriented • Problem Solver • Collaborator • SaaS Oriented  
Program Developer • Team Player • 360 Degree Leader • AI and SaaS Literate • Globally Focused • Thought Leader  
Customer Relationship Management • Global Marketer and Storyteller • People Leader • Process and Systems Driven  
Sales Leader • Client Engagement • Strategic Partnerships • Trade Shows and Events • Presentation and Keynotes  
Critical Thinking • 2-Way Communication • EQ • Digitally Passionate • Storytelling • Brand Positioning  
Strategic Communications • Stakeholder Alignment and Relations • Crisis & Reputation Management  
Customer Success • Change Communications • Executive Messaging • Curiosity • Employee Engagement  
Content Strategy • Thought Leadership • Omnichannel Campaigns • Internal Transformation • Web Services  
P&L Budgeting • Sales Enablement (ABM and GTM) • Resilient • Creative • Adaptive • Analytical • Goal and ROI Driven  
Aligning Internal Stakeholders • Data Driven • Audience Specific Content Creator • SMB to Enterprise Communications

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## **PROFESSIONAL EXPERIENCE**

**I AM Ben Baker** – Strategic Communications, Change, and Customer Experience Consultant – short-term contracts. (current) Focused on North American and Australian clientele on a fractional, short-term basis. **Clients under non-disclosure.**

**Your Brand Marketing** – Founder & Senior Communications and Strategic Change Leader, focused on long-term and complex client relationships

*Jan 2008 – Dec 2024 | Global Client Base (Healthcare, Government, Private Sector) **Clients under non-disclosure.***

Founded and led a strategic communications consultancy serving mid-to-large-sized B2B brands globally. Created relationships with **senior executives, public agencies, healthcare, and enterprise brands**. Championed stakeholder engagement, change management, executive messaging, and internal alignment across **healthcare, government, and industry verticals**.

- Led sales teams in a Fractional capacity for clients to elevate professionalism and change perception from commodity vendors to problem-solving partners. **Increased the profitability of clients by upwards of 15-20%.**
- **Increased profitability 10%** citywide via smoke-free bar campaign—reframed public narrative and boosted non-smoker traffic- aligned City and Provincial teams to activate program successfully in under ninety days.
- Drove **20% lift in in-store brand purchases** and **30% loyalty card signups** for \$200 M grocery chain via data-driven DM campaign – brought together vendors and customer internal and external teams to streamline processes.
- Engineered 3-year loyalty strategy for regional casino, resulting in **\$50 M+ net profit increase** and 45% average redemption rates – analyzed available data to understand patterns and develop solutions based on customer needs.
- Spearheaded **secure podcast onboarding** strategy post-M&A for Fortune 200, saving **\$ 20 M+ and reducing attrition by 10% - enabled new and old companies** to align people, process, systems, and culture quicker and more seamlessly.
- Developed safety communications for an international port organization, **yielding 8:1 ROI**, fewer injuries, and lower compensation claims – built a program bringing together insurance partners, management, and union to develop a win/win/win scenario.
- Led digital and human-to-human technical rollout communications strategy for health authority of 100K employees, saving **\$ 25 M+** in year one and countless lives.

**Earlier Experience:** Held strategic roles in **marketing (promotional, GTM, ABM, Tradeshow, print, direct mail and others), web, 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

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## **LEADERSHIP & RECOGNITION**

- **Awards:** Bronze Medal – PPAI 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)
  - **Case Competitions:** Judged marketing case competitions at a university level nationally
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## SELECTED TECH STACK

Gemini • ChatGPT • Notebook LM • MS Office • Adobe Creative Suite • WordPress • HubSpot (Email Marketing) • Canva • Slack • CRM Tools (ACT!, Maximizer, Salesforce) • Podcast & Video Production • Social • Analytics

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## EDUCATION

**University of Victoria** – BA, Political Science  
Victoria, BC

**Hebrew University of Jerusalem** – One-Year Program, International Relations  
Jerusalem, Israel

[WEBSITE](#) [LINKEDIN](#) [CASE STUDIES](#) [YOUTUBE](#) [PUBLICATIONS](#) [PODCAST](#)

# Developing Leaders Engaging Stakeholders Solidifying Communication

## HELPING YOU

**Solve Your Problems | Develop and Build Trust | Achieve Your Goals**

**ARE YOU READY** to bring a CX or Stakeholder Relations leader in-house, within your mid-large-sized B2B organization?

Someone who can create measurable impact, drive change, and coach/mentor and lead your next generation of leaders?

**Industries:** Healthcare, Insurance, Manufacturing, Logistics

## Driving Customer Experience Excellence in B2B Organizations

### If Your People Do Not Understand What Makes You Unique and Valuable Your Clients NEVER Will!

**As a Customer Experience and Stakeholder Relations Leader,  
I will work with you to:**

- \* Define and develop your uniqueness
- \* Define who you are valuable to and why
- \* Build/Improve your customer experience system
- \* Create a Brand Story that resonates
- \* Develop the tools so your teams function as one unit with one purpose
- \* Drive change, growth, engagement, value and profits

**LET'S TALK!**



**Ben Baker**

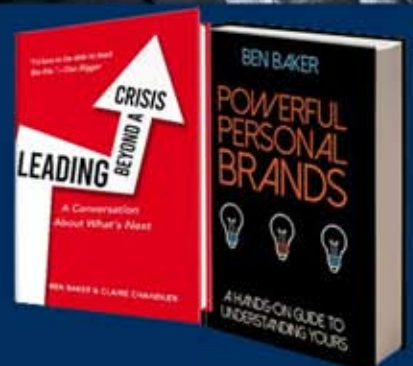
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# Five Results of Bad Customer Experience

## 1. Massive Revenue Loss

**\$3.7 trillion in global revenue** is at risk annually due to poor customer service (Qualtrics XM Institute, 2024).

In the U.S. alone, **\$856 billion is lost** each year from bad customer experiences—an increase from a previous estimate of \$75 billion.

## 3. Reduced Customer Lifetime Value

A single bad experience can cause a **33% drop in customer lifetime value** (CallMiner Churn Index, 2020).

Businesses spend **5–25 times more to acquire a new customer** than to retain an existing one (Harvard Business Review).

## 2. Customer Defection

**61% of customers** say just **one bad experience** is enough to switch to a competitor (Zendesk, 2023).

**73% will leave** after **two bad experiences** (PwC Future of CX Report, 2018).

Up to **96% of unhappy customers don't complain, they just leave** (TARP Worldwide).

## 4. Brand Damage Through Word-of-Mouth and Reviews

A dissatisfied customer tells **9–15 people** about their bad experience; happy customers tell about 6 (American Express).

**86% of people hesitate to buy** from businesses with bad online reviews (BrightLocal, 2023).

## 5. Erosion of Trust, Loyalty, and Brand Equity

Bad customer service turns your brand into a **low-value, easily replaceable commodity**.

Inconsistent messaging and lack of accountability **erode customer trust**, leading to **mistrust, confusion, and abandonment**.



**Ben Baker**