

November 4th, 2025

Ben Baker, US, and Canadian Citizen
ben@iambenbaker.com | 604-512-7174
Richmond, BC, Canada
[Website](#) | [LinkedIn](#)

A few years ago, I was brought in by a leadership team that couldn't figure out why their brand had lost traction and market share. The products were strong; however, their people and customers no longer felt connected to the brand story or understood what differentiated them in a crowded market.

So instead of immediately rewriting the marketing and business plans, we started by listening to employees, customers, and partners. We uncovered what people really cared about and what they needed to believe to move forward together. Then we changed how we communicated value both inside and outside the organization.

Everything shifted; engagement grew, alignment followed, and the brand came back to life.

That's the kind of work I love doing. Helping organizations reconnect with their story so that people, whether inside or outside the business, can believe in it again, value it, recall it, and retell it to others they influence.

Over the past 25 years, I have worked with leaders across industries to help them bridge the gap between strategy, story, and experience. Whether guiding communications through transformation, modernizing customer experience, or building stronger stakeholder trust, my focus has always been on one thing: **helping organizations succeed by making the complex understood, the invisible visible, and the essential actionable.**

Today's environment demands leaders who can think digitally but act humanely. Business today requires a leader who can see both the data and the people behind it. That's where I thrive. I combine digital insight with storytelling, analytics with empathy, and experience with curiosity.

At **Your Brand Marketing**, I have helped B2B organizations across North America and beyond navigate change, unify teams, and create brand experiences that resonate across channels and audiences. Along the way, I have learned that success isn't about talking louder; it's about being clearer, listening better, and creating the conditions for trust to grow.

I want to join an organization that puts customers at the center of its growth strategy and builds stronger connections across its industry ecosystems. I would love the opportunity to help you deepen those connections, turning insights into actions, strategies into stories, and customers into advocates.

As a *Business Insider* article I recently read on executive relevance pointed out, "the leaders who thrive today are the ones who stay curious and adaptable." I bring that same mindset: a seasoned communicator who is still hungry to learn, experiment, and make an impact where it matters most.

Thank you for taking the time to read this. I welcome the opportunity to discuss how I can help you strengthen your story, engage your internal and external stakeholders, and build lasting success.

Warm regards,
Ben Baker

Ben Baker

Richmond, BC

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

US and Canadian Citizen

DIGITAL-FIRST COMMUNICATIONS, STAKEHOLDER RELATIONS & CUSTOMER EXPERIENCE LEADERSHIP

Brand Transformer | Strategic Storyteller | Experience Architect | Growth Enabler

Core Value: I turn organizational challenges into opportunities for digital connection, cultural alignment, stakeholder engagement, and sustainable growth.

I work with organizations to thrive in a digital-first, trust-driven world by turning complexity into clarity by aligning people, purpose, and technology to create meaningful engagement and measurable growth. A communications, customer experience, and stakeholder relations executive with a track record of driving digital transformation, stakeholder alignment, and brand evolution across B2B and B2C markets nationally and globally.

Known for combining empathy and evidence, I build integrated strategies that modernize brands, activate customers, and empower teams. From crisis communications to omni-channel communications, I help organizations adapt, communicate, and lead with confidence in times of rapid change.

Author of two books and over 200 publications on brand leadership, change enablement, and communication strategy.

Host of a 14-year executive podcast with 1M+ downloads and a sought-after keynote speaker known for making complex ideas actionable.

SELECTED IMPACT

- **\$50M+ revenue growth** from a loyalty-driven direct marketing campaign using behavioural analytics and targeted personalization.
 - **\$25M cost savings** in year one through digital transformation and communication enablement for a provincial health authority.
 - **8:1 ROI** on safety communications strategy design and rollout for an international port authority integrating digital learning tools and stakeholder co-design.
 - **10%+ lift** in citywide hospitality profitability through data-driven public engagement and reframed smoke-free campaign narrative.
 - **Transformed M&A communications** for a Fortune 200, using secure digital platforms to onboard 8000 employees while aligning purpose, culture, vision, and goals post-merger.
-

CORE STRENGTHS

Strategic Communications & Storytelling • Stakeholder & Partner Engagement • Digital Transformation Leadership • AI & Data Fluency • Change Enablement • Employee & Customer Experience Design • Crisis & Reputation Management • Thought Leadership • Omnichannel Campaign Strategy • Servant Leadership • Team Empowerment • Cross-Functional Collaboration • Brand Positioning & Growth Strategy • resilient, creative and adaptive solutions provider.

PROFESSIONAL EXPERIENCE

I AM Ben Baker — Strategic Brand Communications, Stakeholder Relations & CX Consultant (Fractional & Project-Based)
2024 – Present | North America & Australia

Work with executive teams **under non-disclosure agreements** to modernize communications ecosystems, align digital and human experiences, and design stakeholder strategies that drive revenue and trust.

Your Brand Marketing — Founder & Senior Brand Communications, CX & Strategic Change Leader
2008 – 2024 | Global Client Base (Healthcare, Government, Private Sector)

Founded and led a strategic communications consultancy serving enterprise-level **clients under non-disclosure agreements** across North America. Partnered with leadership to transform brand identity, reframe customer engagement, and lead digital storytelling strategies.

- Engineered data-informed loyalty programs, achieving **45% average redemption rates** and **\$50M+ profit growth**.
 - Developed digital-first change campaigns that aligned 100K+ employees, reducing attrition and integration costs by **\$20M+**.
 - Elevated perception of B2B clients from commodity vendors to **strategic problem-solving partners**, increasing sales by up to **20%**.
 - Orchestrated multi-channel health communications that **saved lives and \$25M** through technology adoption and internal alignment.
 - Reframed citywide policy communications, **increasing engagement and trust** between public, government, and business stakeholders.
-

Earlier Roles:

Held senior communications and marketing positions spanning aviation, logistics, healthcare, and manufacturing; delivering multi-million-dollar brand revitalizations and cultural alignment initiatives through digital transformation, data-driven campaigns, and inclusive storytelling.

SELECTED CLIENT INDUSTRIES

Healthcare • Government (Federal/Provincial/Municipal) • Higher Education • Logistics • Gaming • Travel & Tourism • Construction • Manufacturing • Insurance

THOUGHT LEADERSHIP & RECOGNITION

- **Speaker & Media:** 14-year podcast host (1M+ downloads); 10+ years keynote speaker on brand, trust, and change leadership
 - **Awards:** Bronze Medal – PPAI Image Award for Branding | Small Business BC Nominee
 - **Mentorship:** Universities (BCIT, SFU, Langara), Industry (PromoKitchen)
 - **Volunteerism:** Olympic Protocol Team (2010) | Steveston Salmon Festival Trade Show Manager (7 years)
-

TECHNOLOGIES & TOOLS

AI Platforms (Claude, ChatGPT, Gemini, Notebook LM) • CRM (Salesforce, HubSpot) • Analytics • Adobe Creative Suite • MS Office • WordPress • Canva • Slack • Digital & Podcast Production • Email Marketing • Omnichannel Tools

EDUCATION

University of Victoria — BA, Political Science | Victoria, BC

Hebrew University of Jerusalem — Certificate, International Relations | Jerusalem, Israel

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

HELPING YOU

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

- Developing Leaders
- Engaging Stakeholders
- Solidifying Communication

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

Company transformer through AI integration. I create measurable alignment and impact, drive change, and coach/mentor and lead your next generation of leaders?

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 Communications, Customer Experience,
and Stakeholder Relations Leader,**

- * 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

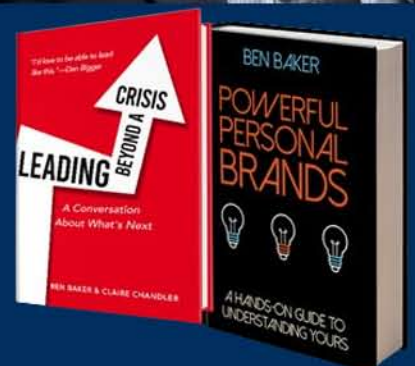
604 512 7174

Ben@IAMBenBaker.com

www.IAMBenBaker.com

www.linkedin.com/in/iambenbaker

US and Canadian Citizen



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

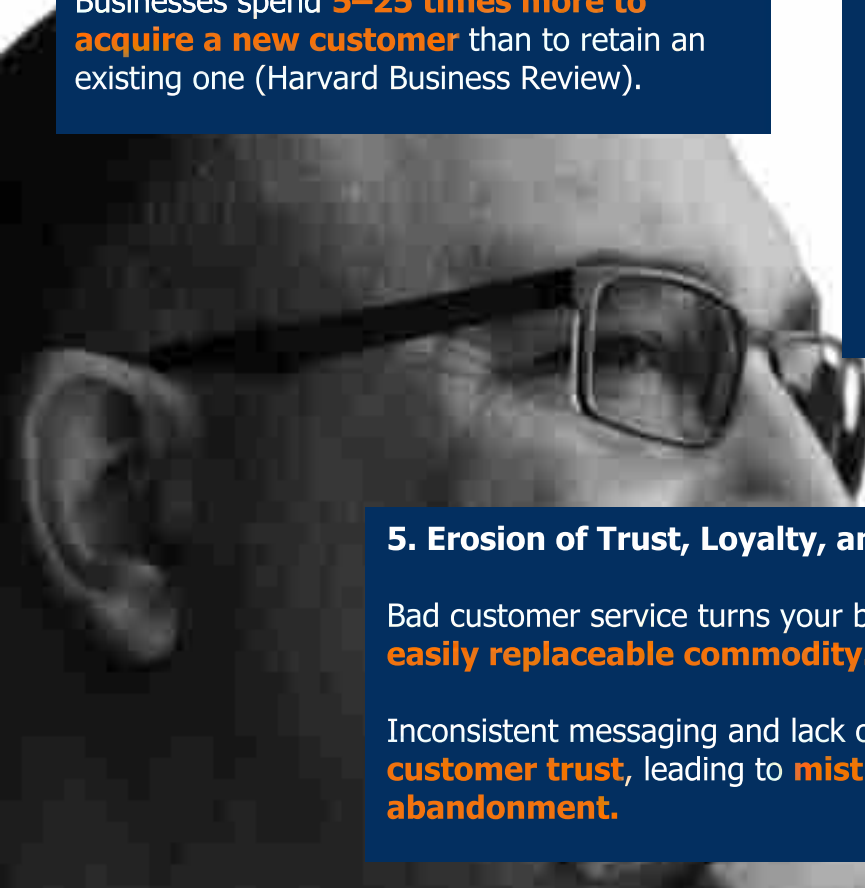
A dissatisfied customer tells **9–15 people** about their bad experience; happy customers tell about 6 (American Express).

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