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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

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US and Canadian Citizen

HUMAN-FOCUSED & DIGITAL-FIRST COMMUNICATIONS, STAKEHOLDER RELATIONS & CUSTOMER EXPERIENCE LEADERSHIP

Brand Transformer | Strategic Storyteller | Experience & Trust Architect |
Growth, Alignment, and Change Enabler

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

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 healthcare, government, education, and private enterprise 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.

14 years of hosting executive podcasts dealing with communications, leadership, brand and change, with 1Million + downloads and a sought-after keynote speaker known for making complex ideas actionable.

SELECTED IMPACT

- ***I have spent my career leading complex and integrated teams to develop strategic communication that aligns stakeholders, drives change, and achieves goals.***
- **\$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 & Campaign Leadership • Brand & Reputation Management • Content Strategy & Digital Communications Expertise • Analytical & Data-Driven Decision Making • Leadership & Team Management • Cross-Functional Collaboration & Stakeholder Management • Strategic Thinking, Innovation & Change Management • Equity, Diversity, and Inclusion (EDI) Awareness & Cultural Sensitivity Strategic Written and Oral 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 Under Pressure.

PROFESSIONAL EXPERIENCE

I AM Ben Baker — Strategic Brand Communications, Stakeholder Relations & CX Consultant (Fractional & Project-Based)
2025 – 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 within Xerox, Ingram Micro and Kinko's Corporate working with clients in aviation, logistics, healthcare and manufacturing, delivering brand revitalization, customer engagement and business development initiatives.

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 (1Million + downloads); 10+ years keynote speaker on communications strategy, brand, trust, and change leadership
- **Awards:** Bronze Medal – PPAI Image Award for Branding | Small Business BC Finalist
- **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, Jasper) • CRM (Salesforce, HubSpot) • Analytics • Adobe Creative Suite • MS Office • WordPress • Canva • Slack • Teams • Digital & Podcast Production • Email Marketing • Omnichannel Tools

EDUCATION

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

Continual upgrade of skills through webinars, podcasts, and online courses for communications, leadership, customer experience, stakeholder relations, crisis management and AI.

[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

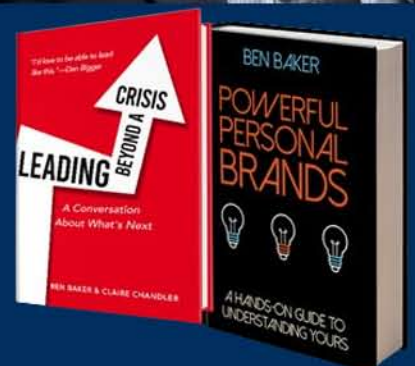
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The 5 Mistakes We All Make That Cause Your Bad Customer Experience

and how to fix them!

1. Designing for Process, Not People

Too many companies design experiences around internal efficiency, and not human emotion. When processes are built for convenience instead of connection, customers feel like numbers, not people. The result? Frustration, disengagement, and churn.

Fix: Map the journey from the customer's point of view, not your org chart.

2. Focusing on Transactions Over Relationships

When every interaction is about closing a sale or completing a ticket, customers sense it. They want relationships built on trust, empathy, and shared success.

Fix: Measure long-term loyalty (like NPS, retention, or referral rates) — not just immediate conversions.

3. Failing to Empower Frontline Teams

Your customer experience is only as strong as the people delivering it. Yet too often, employees are left without the tools, authority, or context to actually solve customer problems.

Fix: Equip teams with clear CX principles, training, and the autonomy to act in the customer's best interest.

4. Ignoring Feedback (or Treating It as a Formality)

Many organizations collect feedback — but few listen to it. Ignoring data or dismissing complaints erodes trust faster than almost anything else.

Fix: Close the loop. Acknowledge feedback publicly, share what's changing, and make customers feel heard and valued.

5. Thinking CX Is "Someone Else's Job"

Customer experience isn't owned by marketing, service, or IT — it's owned by everyone. When departments operate in silos, the experience fragments and customers fall through the cracks.

Fix: Make CX a shared KPI across the organization and celebrate cross-departmental wins that improve it.



Ben Baker