

AMANDA PHILIPS ABC

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SENIOR COMMUNICATIONS EXECUTIVE

ACCOMPLISHED COMMUNICATIONS PROFESSIONAL skilled in building and leading full-scale strategic communications in both corporate and government sectors. Effective senior business partner with solid track record of delivering tactical communications solutions to support business goals. Strong and decisive leader skilled in creating and leading integrated, strategic communications programs from scratch. Expert problem solver with outstanding leadership, consultative, and relationship building expertise. Key strengths include:

- ∅ Brand Management
- ∅ Investor Relations
- ∅ Employee Communications
- ∅ Strategic Planning
- ∅ Media Relations
- ∅ Public Relations
- ∅ Corporate Reputation
- ∅ Merger/Change Communications

- ACCREDITED BUSINESS COMMUNICATOR, ABC -
International Association of Business Communicators

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, COMMUNICATIONS 2001 - Present
MediSolve Ltd., Toronto, Ontario

Recruited to launch the company's first communications strategy and build communications team. Accountabilities included investor relations, corporate brand and reputation management, media relations, advertising, employee communications, and client communications and marketing support.

- Established and launched company's first full-scale communications strategy to support aggressive national and global expansion plans.
- Spearheaded redesign of company brand and introduced a comprehensive marketing communications package including multimedia presentation, sales collateral and web site, and employee communications.
- Introduced company's first investor relations communications strategy, including stakeholder targeting program, database compilation and management, board reporting, IR kits and active IR web presence, multimedia roadshow presentation fact sheets, and tracking and measurement systems.

VICE PRESIDENT, COMMUNICATIONS 1998 – 2001
A&Z Enterprise/A&Z Properties Corporation, Toronto, Ontario

Reporting to the CEO and CFO, directed the company's communications strategy and was accountable for internal communications programs for more than 2,000 employees, corporate brand and reputation management, media relations, client communications, and investor relations communications.

- Developed the national acquisition communications strategy that successfully integrated more than 2,000 employees, 10 regional offices and 1,000 site offices across Canada following merger.
- Introduced the company's first marketing communications package – included a corporate brochure, multimedia presentation, web site and first employee newsletter, intranet and monthly President bulletins.
- Spearheaded company's first investor relations communications strategy, including all financial reporting collateral, investor/analyst roadshows, IR stakeholder liaison and an active IR web presence – *share price increased 30% since program initiation.*

DIRECTOR, CORPORATE COMMUNICATIONS 1997 – 1998
Corporate Property Solutions Inc., Toronto, Ontario

Led company's communications strategy and was accountable for all internal communications programs, media relations, and client communications.

- Introduced internal and external communications plans to support company's acquisition by high profile public company with assets of \$1.1 billion.
- Promoted to Vice President, Communications on completion of merger.

COMMUNICATIONS - PUBLIC AFFAIRS COORDINATOR 1994 – 1997
Commissioner of Ontario, Toronto, Ontario

Accountable for the organization's annual communications strategy, operations of the Public Information Centre, hiring and leading the communications team, and participating in a multidisciplinary senior management policy and decision-making team. Concurrently Executive Member of Ontario's Council of Communications Directors and a member of the Environmental Bill of Rights Interministerial Committee.

- Drafted and won approval for agency's first communications strategy, focusing on government and public relations, crisis communications, media relations, and staffing and budget requirements.
- Directed the development and delivery of legislative reports to the Legislative Assembly.

COMMUNICATIONS COORDINATOR 1991 – 1994
Augusta Human Rights Commission, Augusta, Ontario

Reporting to the Chief Commissioner, responsible for the organization's annual communications strategy.

- Coordinated province-wide legislation consultations – conducted more than 30 stakeholder roundtables and town hall meetings and led production of the first draft report to the Minister of Justice.

WRITER 1989 – 1991
Johns & Johns Public Relations and Advertising, Augusta, Ontario

Developed communications programs for corporate and government clients, including all public and employee relations plans and collateral materials.

PUBLIC RELATIONS CONSULTANT 1987 – 1989
Media Links Ltd., Hong Kong

Supervised local and international corporate and government accounts, with an emphasis on media relations for the high tech industry.

EDUCATION & PROFESSIONAL DEVELOPMENT

Accredited Business Communicator (ABC) – IABC, San Francisco, CA 1999
 Post-Graduate Journalism (Honours) – Humber College, Etobicoke, Ontario 1987
 B.A. – Political Science – University of Toronto, Toronto, Ontario 1985

Ongoing professional development includes:

Crisis & Risk Management – IABC 2001
 Shareholder Targeting – Canadian Institute of Investor Relations 2000
 Fundamentals of Investor Relations – Canadian Institute of Investor Relations 1999
 Strategic Communications Planning – Centre for Conflict & Crisis Communications 1997
 Issue & Crisis Management – Ontario Public Service 1996
 Media Relations – Ontario Public Service 1995

PROFESSIONAL AFFILIATIONS

International Association of Business Communicators – Toronto Chapter 1990 – Present
 Executive Member – Council of Communications Directors, Ontario Public Service 1994 – 1996
 Member – Environmental Bill of Rights Interministerial Committee, Ontario Public Service 1994 – 1996