

Agenda Item 4 d i (1) - November 14/23 EOC Meeting

Welcoming Wendy Bairos

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Fri 2023-10-20 11:27 AM

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Everyone—please welcome Wendy Bairos as our new media consultant. I will introduce her to you virtually, meantime we should include her in the communications on website and strategic communications issues.

Wendy is preparing a news release for the appointment of Paul Cosgrove as our new Vice Chair, and is providing advice on some changes to our website, as a first set of inputs from her.

Wendy, we all look forward to working with you!

--Keith

Wendy Bairos Bio

Wendy Bairos is a highly accomplished communications specialist and exceptional team leader with over 20 years of outstanding experience. Her career has thrived in one of the most dynamic and rapidly changing industries, including 12 years at Google, where she played a pivotal role in shaping the tech narrative in Canada since 2003. Wendy possesses an innate understanding of what truly drives conversations. Her winning formula revolves around finding a common thread, establishing genuine connections with clients' desired audiences, and creating meaningful engagement that consistently delivers successful business results. Throughout her tenure as a PR professional for Google, Hubba, and top-tier agency clients, Wendy has partnered with CEOs, executives, and startups, driving the growth of their professional and corporate/consumer brands across North America. Her expertise spans a wide range of industries, including technology, non-profits, entertainment, small business, and finance. Some notable clients she has supported include Girls Who Code, [CanadaHelps.org](https://canadahelps.org), LowestRates, Hubba, RBC, TedXToronto, Perpetua, dapphaus, among others. In addition to her professional accomplishments, Wendy is dedicated to mentoring young professionals and startups, leveraging her expertise to help guide their careers and achieve success through effective communication strategies. With her exceptional storytelling abilities and talent for inspiring others, Wendy is poised to make a profound impact on any prospective client looking to elevate their brand and drive meaningful engagement.

Keith Martin

Co-Executive Director / Co-Directeur général

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