

Agenda Item 4(d)(i)(2)
October 24/23 EOC Meeting

Wendy Bairos Capsule Biography

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.