

Wendy Bairos

Business Leader with Communications Expertise and Tech Experience (ex-Google '03-'15)

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Profile

Accomplished data-driven strategic communication leader with exceptional storytelling and project management skills, a talent for networking and relationship building, and a proven track record of driving business development, team-building, and effective communication. Experienced in mentoring and managing staff, I am confident in my ability to add significant value to any organization.

Leadership & Omni-Channel Communication and Marketing Experience

Communications Consulting, Self-Employed

2020 - present

As a Communications Consultant and freelancer since 2020, I work with a variety of clients from different industries and backgrounds, providing strategic counsel and executing communication plans that have driven tangible results. My clients have included RBC, Veritas Communications, Perpetua, Dentsu, Dapphaus, Because I Love It (BILI), Beatrice Society and Rhenti, among others

- Developed and executed corporate brand communication and product launches to drive awareness, growth and engagement.
- Work with the leadership team to develop strategies and implement impactful thought leadership initiatives. These initiatives have resulted in a significant boost to company profile and reputation within the relevant audiences.
- Cultivated and nurtured valuable relationships on behalf of clients with industry analysts, external partners, and reporters, resulting in prominent features, articles and industry reports.
- Leveraged client customer data and product analytics to create key messages and narratives as part of a communication strategy that amplified brand awareness and executive's profile.
- Produce high-quality written content for executives, founders and marketing teams including op-eds, thought leadership pieces, blog posts, and press releases for multiple clients

Diamond Marketing Group, Group Head, Public Relations

2019 - 2020

Note: Transferred following Diamond's acquisition of Eighty-Eight

Spearheaded transformative change management efforts, seamlessly integrating Eighty-Eight's employees and clients seamlessly to the Diamond Marketing Group. Reported to the Chief Strategy Officer, to create an additional offering to the Diamond Brand – Communication.

- Proactively identified and secured multiple new business pitch opportunities with prominent brands, such as Tim Horton's, Beyond Meat, Loblaw's, Coty Beauty, among others.
- Built and nurtured relationships with industry associations to expand the agency's network.
- Crafted and executed strategic communication plans for both PR and Marketing clients, securing media coverage for client campaigns and to showcase the agency's creative work.
- Key member of the leadership task force to develop a comprehensive COVID-19 response plan. Co-created "Ahead of the Curve" series, featuring expert speakers exploring how brands can adapt in the aftermath of the pandemic.

Eighty-Eight, General Manager

- Led and managed a high-performing team of designers, marketers, copywriters, and PR associates, ensuring on-time delivery of client projects to an excellent standard.
- Accountable for overseeing the company's operating budget and resource allocation, while monitoring monthly financials to optimize revenue targets and expenses.
- Served as the primary point of contact for external vendors, including HR, accounting, and administration, fostering positive and productive relationships.

- Led the strategic transition to identify and pursue optimal business exit opportunities, leveraging in-depth market knowledge to achieve desired outcomes.

HUBBA, Director Communications

2016 –2018

Responsible for communications strategy development and implementation across North America of the online marketplace for independent retailers. Secured speaking engagements, managed influencer campaigns and landed media articles in publications including Globe and Mail, Wall Street Journal, and Bloomberg etc.

- Cultivated relationship with MaRS Discovery District, developed and co-hosted media dinners in Toronto, New York and Chicago.
- Identified new opportunities to support growth initiatives leveraging data to author multiple vertical specific whitepaper development, influencer campaign road tour across 5 US markets and small business surveys to generate new customer engagement.
- Worked closely with the People Operations team to improve the internal flow of information across teams.

Pilot PMR, Director, Media Relations

2015-2016

Led successful client relationships, internal team management, and media relations strategy for high-profile accounts including TedXToronto, Moss Park Redevelopment, Lerner Lawyers and OECTA, among others.

- Acted as the primary point of contact for clients, leading the development and presentation of creative plans, tracking budgets, and spearheading new business pitching efforts.
- Strengthened executive and management communications through strategic coaching, messaging, and implementation of standardized communication processes and tools.
- Played a critical role as a key member of The 519's Revitalizing Moss Park redevelopment plan, executing community outreach campaigns and collecting data for a community-inclusive growth strategy.

Google Inc., Communications and Public Affairs Manager

2003-2015

Past Roles: Account Planner & Acct. Coordinator 2003-2005

Reporting to the Director of Global Communications & Public Affairs, led a team of 5 to strategically launch key initiatives and products and grow the brand in the Canadian market.

- Successfully launched Google Play Music within 10 days, generating extensive media coverage and surpassing all targets.
- Consistently achieved success with local launches, resulting in Canada being invited to participate in initial product launches.
- Led the creative team in developing initiatives to build Google's brand and culture, including the nationwide Doodle 4 Google competition in Canada, which was exhibited at the Royal Ontario Museum.
- Secured funding and managed internal teams, partnerships, and judges, resulting in a successful Doodle 4 Google competition and offline exhibit at the Royal Ontario Museum.
- Acted as the key point of contact for executives during Canadian visits, planning customized programs, and serving as a local spokesperson for the company and its products.
- Grew the profile of Google Canada inside the organization, making the Canadian team a key contributor to global strategy and marketing, including Canada as a first to market country for the business.

Education

Marketing and Public Relations Certificate, St. Lawrence College,
Science & Chemical Engineering Courses, Queen's University

1998 - 2000
 1995 - 1998