

**Andrew's** twenty-five-year career path as a political journalist, public relations consultant, advertising agency partner and entrepreneur has created a deep and broad range of first-hand experience in the public and private sector. A communicator at his core and by training; but a policy wonk at heart and by experience, Andrew's strength is in the place where these two worlds meet. Andrew has worked with all levels of government – often as a strategic advisor during change management, or crisis communications. He is passionate and persistent when it comes to solving complex challenges and believes in the power of words to persuade. Andrew's primary skills can be summarized as:

## **STRATEGIC COMMUNICATIONS**

Even the strongest policy or idea will fail without clear communication. Andrew has been responsible for leading or managing multiple projects to support policy implementation where the desired result was either maximum *or* minimum exposure. Taking complex topics like taxation, assessment or proposed legislation and turning them into crystal clear language for multiple audiences is one of Andrew's primary skills. This skill was formed initially as a journalist covering the legislatures and city halls of Saskatchewan, Alberta and British Columbia, then honed over almost two decades of consulting.

## **STAKEHOLDER ENGAGEMENT**

Andrew has worked with government and dozens of NGO's to help them engage, inform and persuade their stakeholders. The bulk of his experience in this area has been with municipalities and product stewardship organizations where there is a complex relationship between the stakeholders within a regulatory or legislative framework. Andrew has been a trusted advisor and navigator for organizations through high-profile and highly political initiatives.

## **FACILITATION**

Finding, building and forging the path to consensus is one of the greatest rewards for both the consultant and the client. Andrew has facilitated hundreds of sessions for public and private sector clients, including strategic planning, board governance, and media training. He believes that process is just part of the success. At the core of good facilitation is understanding the people in the room and having fun along the way.

## **HIGHLIGHTED PROJECTS AND ACHIEVEMENTS**

- Presenter at TEDX Regina 2014, "Its' Our Fault Food Sucks."  
<https://www.youtube.com/watch?v=g0SSeMJAfk8>
- Founder of Local & Fresh, an online retail business dedicated to improving the local food system in Saskatchewan by strengthening the local food supply chain and enhancing consumer access
- Public relations and government relations manager for the launch of waste electronic equipment product stewardship programs in Saskatchewan and Manitoba (EPRA – Electronic Product Recycling Association)
- Strategic communications advisor for the City of Regina during the first physical reassessment in decades

- Lead communications and government relations consultant for the merger of Great Plains Regional College (Formerly Cypress Hills Regional College and Prairie West College)
- Crisis communications consultant for City of Swift Current's lawsuit against SaskPower
- Creative lead and strategy advisor for two successful advocacy campaigns for the Saskatchewan Association of Rehabilitation Centres (SARC) resulting in significant funding increases
- Team leader for "Smarten Up" trades and skills advocacy campaign for the Saskatchewan Construction Association

## **EDUCATION AND TRAINING**

- Southern Alberta Institute of Technology, Cinema Television Stage Radio Arts
- Canadian Forces Militia Basic Training