



Karen Mortfield

A positive, effective communicator with a record of success in building and leading teams in the private, not-for-profit and government sectors. Karen develops and delivers successful, long-term communication and marketing strategies and solutions for a wide variety of clients. Specializing in the areas of public affairs, stakeholder and media relations, Karen brings to the client a deeper understanding of employee, consumer and taxpayer interests to better inform the clients in making their strategic choices.

SELECTED ACHIEVEMENTS

- Built a highly effective stakeholder relations department for a government regulator, creating a wide range of social and traditional media strategies that increased the organization's positive media exposure by more than 35% and improved contact with stakeholders.
- Created and led an advocacy organization representing more than 1,000 Ontario charities, implemented a government relations strategy that led to government policy change, saving charities \$3 - \$5 million per year.
- Successfully represented a government agency, developing and implementing a communication strategy and acting as lead spokesperson in highly-contentious court action.
- Simultaneously managed a large, publicly-traded corporation's charitable giving program, internal and external communications, stakeholder relations, government relations and media relations as well as acting as the sole public voice for the organization.
- Developed a progressive, effective selection process and qualitative review process for a multi-million dollar corporate charitable fund, allowing the organization to track the use and impact of its charitable dollars.

EXPERIENCE

- Tarion Warranty Corporation - Vice-President Stakeholder Relations
- Charity Gaming Council of Ontario - Chief Executive Officer
- Ontario Realty Corporation - Special Advisor
- Rothman's, Benson & Hedges - Director, Public Affairs
- Ontario Government; Communications – Ministers of Education, Finance, Citizenship and Culture; Chief of Staff – Minister for Women's Issues and Intergovernmental Affairs
- CKO Radio Network - Network News Director, news anchor, reporter, producer
- Broadcast News - News editor, anchor, reporter

QUALIFICATIONS

- Variety Village Board of Directors – Former Vice-Chair,
- Hospice Association of Ontario – Former Board member,
- New Haven, a school for children with autism – Former Board member,
- Leadership of the renaissance of the David Dunlap Observatory in Richmond Hill, Ontario

