



Joel Peters

Highly collaborative team leader and strategist.

Joel Peters is a proven, results driven executive leader in strategic marketing and communications with extensive experience forging and maintaining relationships with community, business and industry partners. Joel leads cross-functional teams in innovative endeavours and collaborates with internal and external partners to build consensus on new initiatives. He has led feasibility and business planning efforts with multiple stakeholders and worked closely with staff, boards and committees to develop and approve sound strategies, campaigns and programs.

SELECTED ACHIEVEMENTS

- Led the development of a Business Plan and Market Analysis for the McMichael Gallery of Canadian Art in support of a major expansion for increasing future sustainability, public programming and back of house.
- Initiated Wilfrid Laurier University's online marketing program, helping reverse a downward trend in undergraduate applications. These efforts led to a 38% increase in applicants over four years.
- Led rebranding efforts for the Lazaridis School of Business & Economics and the research institutes, overseeing brand standards and resolving conflicts over brand guidelines.
- Directed Tourism Toronto's \$1.0 million digital marketing partnership with Toronto Pearson Airport, Air Canada and Ontario Tourism. Partnered with the Greater Toronto Airport Authority at World Routes Conferences to attract new air service providers. Forged partnership with Pride Toronto leading to a substantial increase in overnight visitors and hotel room bookings for World Pride 2014.
- Directed the launch of ROM Friday Nights in 1999 and orchestrated marketing efforts for the Egyptian Art in the Age of the Pyramids exhibit attracting a record 455,000 visitors to the Museum over 100 days.

PRIOR EXPERIENCE

- The Osborne Group
 - McMichael Canadian Art Collection
- Wilfrid Laurier University – AVP, External Relations
- Tourism Toronto – Senior Vice President & Chief Marketing Officer.
- Royal Ontario Museum – Vice President, Marketing & Commercial Development
- Toronto Zoo – Marketing Manager; Director, Planning & Analysis; Director, Business Development
- Laventhol & Horwath – Senior Project Manager

ASSOCIATIONS AND COMMUNITY ACTIVITIES

- Lazaridis School of Business & Economics – Dean's Advisory Council
- Council of Ontario Universities (COU) Public Affairs Committee & COU Indigenous Recruitment Pilot Working Committee
- City of Waterloo Economic Development Committee
- Canadian Tourism Commission – Brand Experience Committee
- Ontario Tourism Marketing Partnership Corporation (OTMPC) – Board Member & Inaugural Chair, OTMPC Market Performance & Assessment Committee
- Tourism Toronto – Board Member
- Statistics Canada National Task Force on Tourism Data

QUALIFICATIONS

- Senior University Administrators Course
- Harvard University Graduate School of Design – Master in Landscape Architecture
- Harvard College – Bachelor of Arts

