



# Janet Carnegie

## Corporate and marketing communications

Janet is a creative corporate and marketing communications executive with in-depth experience in the private, public and not-for-profit sectors. Her focus is developing and implementing integrated programs to help clients achieve organizational goals and objectives. Her areas of expertise include communications audits, employee and stakeholder communications, media training, and issues and crisis management. An accomplished writer/editor, Janet offers training to assist staff in all areas write more effectively.

### SELECTED ACHIEVEMENTS

- Developed a unique public consultation program on the future of transit and transportation at a high-growth Ontario municipality
- Managed international media relations and coordinated the development of corporate positions on a range of legal, human resources and environmental issues for a leading Fortune 500 multinational corporation
- Directed award-winning advertising campaigns for a major technology company
- Developed internal and external communications programs for continuous quality improvement
- Directed marketing and communications programs at an Ontario Government cultural agency, increasing attendance by 40% in two years
- Conducted a communications audit and developed change management communications for a major telecommunications firm

### PRIOR EXPERIENCE

- Town of Markham – Director Communications & Community Relations
- The Osborne Group
  - York Hills Centre for Children, Youth & Families
  - Foresters
  - Toronto Sports Council
  - Kinark Child and Family Services
  - Barrie Food Bank
  - Town of Markham
  - MARC, The PACT Project
  - Women's College & Sunnybrook Hospitals
  - Children's Aid Society of Peel Region
- Cormark MacPhee Communication Solutions Inc. – Vice-President, Corporate Communications
- Ontario Science Centre – Director, Marketing & Communications
- International Business Machines Corporation – Manager, International Media Relations
- IBM Canada Ltd.
  - Manager, Advertising & Promotions
  - Communications Manager
  - Manager, Communications Operations
  - Manager, Media Relations

### QUALIFICATIONS

- Providence Hospital Foundation – Former Member, Communications Advisory Committee
- Belmont House Home for the Aged – Honourary Director; Former President, Board of Directors
- Jessie's, The June Callwood Centre for Young Women – Former Member, Board of Directors, Chair of the Development Committee
- WNED Buffalo/Toronto (PBS Channel 17) – Former Chair, Canadian Advisory Board
- Arts Carousel – Former President, Board of Directors
- Anglican Community Development Fund – Former Chair, Board of Trustees
- Seneca College, Corporate Communications Program – Former Chair, Advisory Board

