

# Robert B. Ross

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## SENIOR WRITER & COMMUNICATIONS PROFESSIONAL

*Content Creation • Executive Speechwriting • Strategic Communications*

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*Robert Ross has provided communications advice, planning, management and services to governments, businesses, and not-for-profit organizations for 39 years, most recently as proprietor of Lexicom Communications in Ottawa, Canada. His experience includes: speechwriter to cabinet ministers and senior executives, creative and versatile freelance writer, successful entrepreneur, and effective staff communications advisor and manager. He remains fascinated by technology and its impact on communication.*

### PROVEN COMPETENCIES

**CONTENT CREATION AND DELIVERY** – Versatile and creative writer with 39 years of experience writing for a variety of audiences on a wide range of topics. Experienced and effective communications manager, comfortable meeting deadlines, managing staff and editing copy while creating engaging publications that support organizational goals. Adept at managing and providing direction to communications teams, ensuring that websites and social media communicate an organization’s messages clearly and consistently.

**EXECUTIVE SPEECHWRITING** – Robert has been writing speeches for leaders—CEOs, presidents, federal cabinet ministers, members of Parliament and senior officials—since 1984. He excels at writing speeches with a strong message, working with speakers to combine content and style to capture and hold audiences while delivering a message they will remember.

**STRATEGIC COMMUNICATIONS** – Conceives, develops and executes communication strategies and tactics to advance organizational objectives. Skilled at framing an organization’s story and communicating its messages. Able to translate complex issues into compelling narratives that influence and motivate people and advance organizational objectives. Experienced at orchestrating messaging across channels, from print and broadcast to social media.

### EDUCATION

- Bachelor of Journalism (High Honours), Carleton University, Ottawa, Ont., 1984
- Bachelor of Arts (English Literature), George Washington University, Washington, D. C., 1969
- Humber College School of Writing, Toronto, Ont., Summer 1993
- Hypernarrative, Summer Institute of Film and Television, Ottawa, Ont., 2000
- Writing courses: University of Ottawa, Algonquin College, Carleton University (2019-22)

## CAREER HIGHLIGHTS

### **LEXICOM COMMUNICATIONS, Current**

#### Proprietor

As proprietor of Lexicom Communications, Robert Ross continues to provide editorial services to public and private-sector organizations. Recent clients have included Canada's Accredited Zoos and Aquariums, Canadian Institute of Planners, Liberal Party of Canada, Mental Health Commission of Canada, National Airlines Council of Canada, NAV CANADA, and Canadian Museums Association.

### **INTERCHANGE PUBLIC AFFAIRS INC., 2008 – 2015**

#### Principal and Co-founder

As a principal of InterChange Public Affairs, Robert wrote for a number of clients, including the Alberta Urban Municipalities Association, the Animal Nutrition Association of Canada, the Association of Canadian Community Colleges, the Association of Manitoba Municipalities, the Atlantic Mayors' Congress, the Canadian Food Inspection Agency, the City of Halifax, Engineers Canada, the Federation of Canadian Municipalities, Health Canada, Infrastructure Canada, Justice Canada, NAV CANADA, the Natural Sciences and Engineering Research Council, non linear creations, Office of the Veterans Ombudsman and Transport Canada. During that time, he wrote speeches for the Canadian Food Inspection Agency, the Federation of Canadian Municipalities, Health Canada, Justice Canada, NAV CANADA, the Office of the Veterans Ombudsman, and Transport Canada.

### **FEDERATION OF CANADIAN MUNICIPALITIES, 2003 – 2008**

#### Communications Advisor, 2003 – 2004 / Manager of Communications, 2005 – 2008

As Communications Advisor and later Manager of Communications from 2003 to 2008, Robert played a key role in FCM's advocacy on behalf of the New Deal for Cities campaign, overseeing the creation and delivery of communications strategies, programs, products and services. As principal speechwriter, he wrote speeches, remarks and talking points for the FCM president and other members of the board executive, in addition to writing statements, news releases, backgrounders, media lines, web content and opinion pieces. He was also managing editor of FCM's flagship publication, *Forum*.

### **NAV CANADA, 2000 – 2003**

#### Communications Advisor

As Communications Advisor from 2000 to 2003, Robert provided communications advice and services to the private-sector owner of Canada's civil air navigation service. This included writing speeches and messages for the CEO; providing communications support for internal clients, including Human Resources, Technical Operations and Safety and Quality Management; managing several quarterly newsletters; and writing promotional copy and newsletter articles.

## **LEXICOM COMMUNICATIONS INC., 1997 – 2000**

### Principal

As principal of Lexicom Communications Inc., he provided editorial services to government and private-sector clients in Ottawa from October 1997 to December 2000. This included writing speeches for the Ministers of Industry, Transport, Fisheries and Oceans; the Secretaries of State for Agriculture & Agri-Food<sup>1</sup> and Fisheries and Oceans; the Deputy Ministers of Fisheries and Oceans and Health Canada; as well as for members of Parliament and senior departmental officials. He wrote reports, articles, news releases and brochure copy for Agriculture and Agri-Food Canada, the Canadian Pork Council, the Canadian Trucking Alliance, Cognos, Fisheries and Oceans Canada, the Fisheries Council of Canada, Justice Canada, Transport Canada, Treasury Board Secretariat, Western Economic Diversification, and the Ottawa Economic Development Corporation. He also wrote web content for clients of non-linear creations, including Crosskeys, ObjecTime, NetActive, Nortel and Buystream, and marketing collateral for NetActive, Nitrosoft, Buystream, Cognos and Rogers Ottawa.

## **ASTROFF CORKUM ROSS ASSOCIATES INC. (ACR), 1987 – 1997**

### Principal and Co-founder

From 1987 to 1997, he was his firm's principal speechwriter, writing speeches for cabinet ministers, members of Parliament and senior officials. Client departments included Environment Canada (speeches for the Minister, Assistant Deputy Minister and Parliamentary Secretary); Health Canada<sup>2</sup> (speeches for the Minister and members of Parliament); Human Resources Development Canada<sup>3</sup> (speeches for the Minister and members of Parliament); Industry Canada (speeches for the Minister and the Minister's Parliamentary Secretary); the Information Highway Advisory Council (Chair and Director General); Public Works and Government Services Canada<sup>4</sup> (speeches for the Deputy Minister and Assistant Deputy Minister); and Transport Canada (speeches for the Minister, Parliamentary Secretary and Associate Deputy Minister).

## **CONFERENCE BOARD OF CANADA, 1984 – 1986**

### Staff Writer and Editor

Robert began his speechwriting career in 1984 at the Conference Board of Canada. He wrote speeches for Board Vice-President Florence Campbell and for various Board chairmen, including William Daniels, then CEO of Shell Canada. He was also staff writer for *Canadian Business Review*, the Board's flagship publication, and editor of the quarterly newsletter, *Board Affairs*. He also edited reports, including a summary report on the Foreign Investment Review Agency, and wrote marketing copy.

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<sup>1</sup> Also as Agriculture Canada

<sup>2</sup> Also as Health and Welfare Canada

<sup>3</sup> Also as Employment and Immigration Canada

<sup>4</sup> Also as Supply and Services Canada and Public Works Canada

## RECENT PROJECTS

### 2018-22

- For the Canadian Museums Association, contributed to the 2021 Annual Report
- For the Mental Health Commission of Canada, researched and wrote content for the 2019 annual report and for an internal report on the impact of the COVID-19 pandemic
- For the National Airlines Council of Canada, researched and wrote material to support the organization's advocacy and government relations
- For NAV CANADA, wrote and edited materials for internal and external communications

### 2017

- For the National Airlines Council of Canada, researched and wrote material to support the organization's advocacy and government relations
- For NAV CANADA, researched and wrote material for internal and external communications, including the company's first Corporate Social Responsibility Report

### 2016

- For Canada's Accredited Zoos and Aquariums, wrote website content and edited internal documents
- For the Liberal Party of Canada, provided editorial services for the 2016 Biennial Convention
- For NAV CANADA, wrote newsletter and magazine articles, speeches, media materials and internal communications

### 2015

- For the Canadian Institute of Planners, provided communications support for 2015 annual conference
- For NAV CANADA, wrote Human Resources material and ad copy
- For Transport Canada, wrote speeches on rail safety for delivery in the House of Commons

### 2014

- For the Canadian Food Inspection Agency (CFIA), wrote web content on genetically modified organisms.
- For the Federation of Canadian Municipalities (FCM), wrote a speech for delivery by the president at the annual conference.
- For NAV CANADA, wrote web content, speeches for two Annual General Meetings, newsletter material, annual report content, and internal communications products.
- For StoneShare, wrote content for a planned company website.
- For Transport Canada, wrote a speech for delivery by the Minister to the 2014 ROMA/OGRA Combined Conference; a speech for delivery in the House of Commons on Canada Post; two speeches on the SmartATLANTIC website; and a speech for delivery in the Senate on the *Safeguarding Canada's Seas and Skies Act*.

### 2013

- For the Federation of Canadian Municipalities (FCM), revised a series of policy statements and wrote the text on challenges facing rural communities; wrote a speech for the annual conference; wrote remarks for a presentation to the HoC Standing Committee on Finance; wrote web content on Canada's North.
- For NAV CANADA, wrote content for the new website, as well as advertorials and annual report content; edited a commercial proposal.
- For Transport Canada, wrote a presentation on safety management systems for delivery to an audience in China; wrote a speech for delivery by a Member of Parliament.