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## **SENIOR WRITER & COMMUNICATIONS PROFESSIONAL** *Strategic Communications & Executive Speechwriting*

***Government of Canada Security Clearance – Reliability***  
***Dual citizenship, Canada and the United States of America***

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*Robert Ross has provided communications advice, planning, management and services to government, business and not-for-profit organizations for 26 years, most recently for five years with the Federation of Canadian Municipalities (FCM), now as a principal of InterChange Public Affairs Inc. in Ottawa. His track record includes: successful entrepreneur, communications advisor and manager, creative writer effective in a wide range of modes and subjects, and speechwriter to senior executives. He remains fascinated by changing technology and its impact on communication.*

### **PROVEN COMPETENCIES IN**

**STRATEGIC COMMUNICATIONS** – Conceives, develops and executes communications strategies and tactics to advance organizational objectives; skilled at telling an organization’s stories and communicating its messages. Able to translate complex issues into compelling narratives that motivate and influence people, gain news media attention and advance organizational objectives. Experienced at orchestrating messages and themes across communications channels while managing these channels.

**EXECUTIVE SPEECHWRITING** – A deadline-driven, persuasive writer of great sensitivity and scope, Robert has been writing speeches for leaders—CEOs, presidents, federal cabinet ministers, members of Parliament and senior officials—for 26 years. He excels at writing speeches with a clear purpose and a strong message, working with speakers to combine content and style to capture and hold an audience while communicating key messages.

**CONTENT CREATION AND DELIVERY** – Experienced and effective publications director, as comfortable meeting schedules and massaging copy as with developing engaging publications that support organizational goals. Adept at managing and providing creative direction to editorial, graphic design and web development. This includes overseeing print production with an eye to quality, value for money and effectiveness, and ensuring websites have the feel and functionality needed to support an organization’s brand and objectives.

### **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
- Creative writing courses: Carleton University, University of Ottawa, Algonquin College

## **CAREER HIGHLIGHTS**

### **INTERCHANGE PUBLIC AFFAIRS, 2008 – Present**

#### Principal and Co-founder

Based in Ottawa, Canada, InterChange Public Affairs ([www.interchangepepa.com](http://www.interchangepepa.com)) is a full-service public affairs firm offering government relations and communications advice and services. Robert Ross applies his 26 years of experience helping public, private and not-for-profit organizations communicate to ensure InterChange clients have the strategies and tools they need to succeed in today's complex public-affairs environment.

### **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, he played a key role in FCM's advocacy on behalf of the New Deal for Cities, overseeing the creation and delivery of communications strategies, programs, products and services. His work was crucial to the effectiveness of FCM's advocacy communications and the achievement of its strategic objectives.

As Manager of Communications, he oversaw the work of a team responsible for delivering communications services in support of the New Deal and FCM's other advocacy campaigns. As senior writer, he translated complex issues into clear, compelling stories to advance the organization's objectives, from the storylines and messages that formed the backbone of campaigns, to the ad copy, news releases, opinion pieces, brochures and website content that supported their execution. He wrote speeches for five presidents during FCM's highly successful advocacy campaign on behalf of the New Deal for Cities, which mobilized the municipal sector and secured billions of dollars for local governments. He also organized news conferences and technical briefings in support of FCM events.

As Managing Editor of *Forum*, FCM's flagship publication published six times a year, he re-developed the magazine to support FCM's advocacy agenda while delivering insightful, well-written articles on issues and events of interest to the municipal audience. He redeveloped FCM's annual report to create a readable, magazine format that invited and informed readers. He edited and oversaw production and promotion of numerous FCM reports, including a series by the Quality of Life Reporting System (QOLRS) and FCM's seminal report "Building Prosperity from the Ground Up."

### **NAV CANADA, 2000 – 2003**

#### Communications Advisor

As Communications Advisor from 2000 to 2003, he provided communications advice and services to the private-sector owner of Canada's civil air navigation service. This included communications planning and support for internal clients, including Human Resources, Technical Operations and Safety and Quality Management. He also wrote CEO messages, managed several quarterly newsletters, developed ad copy and re-launched the managers' email newsletter. He wrote speeches for the CEO and other senior executives, as well as an Industry Trends column for the company newsletter, *NAV CANADA News*.

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

### Sole Proprietor

As proprietor of Lexicom, he provided writing and editorial services to public and private-sector clients in Ottawa. He wrote speeches for the Ministers of Industry, Transport, Fisheries and Oceans; the Secretaries of State for Agriculture & Agri-Food and Fisheries and Oceans Canada; the Deputy Ministers of Fisheries and Oceans and Health Canada; members of Parliament and senior departmental officials. He also 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 wrote web and ad copy for the clients of Non-Linear Creations, including Crosskeys, ObjecTime, NetActive, Nortel and Buystream; for the email newsletter of GotMarketing.com; and marketing collateral for NetActive, Nitrosoft, Buystream, Cognos and Rogers Ottawa.

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

### Principal and Co-founder

As a founder of Astroff Corkum Ross Associates (ACR) from 1987-1997, he participated in the firm's management and direction as it grew from three principals to 11 full-time staff. As chief speechwriter, he wrote speeches for federal cabinet ministers, members of Parliament and senior departmental officials. He oversaw the development of ACR's electronic-publishing and design services and managed numerous communications projects and serial publications for clients, including the *R&D Bulletin*, *Sphere* and *Let's Talk Green*. He was instrumental in putting the company on the Internet and developed and managed its weekly ezine, *Capital Current*, from Feb. 1995 to Oct. 1997.

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

### Writer and Editor

Editor of *Board Affairs*, the quarterly newsletter of the Conference Board of Canada; staff writer for *Canadian Business Review*, the Board's flagship publication; edited reports and wrote direct-mail copy and executive speeches.

## **VOLUNTEER ACTIVITIES**

- Communications Committee, 2000 Special Olympics
- Editor, "The Partnership Report," newsletter of the Ottawa Economic Development Corporation, 1997 – 1999
- Member of the Ottawa IABC/AIPC Awards Committee, 1986 (Chair), 1999 and 2000
- Co-chair, Communications Committee, United Way Campaign, 1997

## **GOVERNMENT OF CANADA SECURITY CLEARANCE**

Reliability, File Number 95612023-0000924491