

Rod McDonald

418 Dorchester Street, Newmarket, Ontario L3Y 7Z6
Home: 905-853-5867 Cell: 416-505-0051 Home Fax: 905-853-4517

Profile

Communications professional with experience in corporate public relations in both the public and private sectors. A team player who provides strategic, creative and proactive communications services that are focused, get results and provide positive solutions to organizational issues and needs.

Member of the International Association of Business Communicators

Experienced in:

- Communications strategy and planning
- Writing a wide variety of public relations materials
- Media relations
- Employee communications
- Project management
- Event management
- Change management communications
- E-communications
- Supervising and mentoring staff
- Working in team environments
- Consulting with senior executives and people at all organizational levels

Career highlights

2001 to present

Communications Consultant

- Owner and Partner, The Last Word Communications
- Provided communications advice to the AIDS Committee of York Region. Helped organize an announcement of provincial funding which resulted in positive media coverage.
- Worked with management of Glenway Country Club providing writing and presentation advice used in presentations to membership.
- Worked with Hydro One on internal communication of project to establish computerized billing for private electricity suppliers.

1998-2001

KPMG LLP

Senior Manager, Communications

Human Resources Management

- Raised awareness of a company-wide employee attitude survey which resulted in an above average response rate.
- Created and executed a successful promotional campaign for a new set of work-life policies and programs designed to increase employee retention.
- Participated in the creation of national strategy and vision for the Human Resources group.

Image and Reputation Management

- Served as a member of the Y2K steering committee raising awareness of the firm's plans and policies around the transition to 2000.
- Reviewed national communications materials to ensure they met the standards set out in the firm's brand and regulatory compliance policies.

Internal Corporate Communications

- Produced a communications strategy promoting the creation of a national Consulting practice.
- Worked with senior executives to establish tools and an internal Web site raising awareness of the firm's e-business learning program.
- Provided ongoing support to the national Assurance practice through the creation and execution of a communications strategy and the creation of an on-line publication.

1993 to 1998

Communications Consultant

Client: CIBC

- Managed all aspects of communication for an ongoing change management project working with a team of CIBC employees and external consultants from McKinsey & Co. Communications strategy significantly reduced the uncertainty and speculation among rank and file employees which is usually associated with such a program.

- Assisted in designing communication for outsourcing projects involving temporary staff pool and insurance call centre.
- Wrote and edited CIBC Mortgages Inc. newsletter.

Client: The Ministry of the Attorney General of Ontario

- Managed all aspects of communication for the Ministry's project to streamline court procedures. Generated very positive media coverage for the proposed changes.
- Wrote and edited Ministry's monthly newsletter.
- Served as key contact for Commission on Systemic Racism in the courts.

1980 to 1993

**Ontario Hydro
Senior Communications Officer**

- Managed a team responsible for corporate-wide employee communications.
- Managed the creation of Ontario Hydro's 1989 corporate annual report.
- Project managed the production of Ontario Hydro's first annual report to employees.
- Dealt with the media on all aspects of Ontario Hydro's operations.
- Wrote speeches for senior executives.

Positions prior to 1980

Editor and reporter, community newspapers in Ontario.

Education

Diploma, Journalism, Conestoga College, 1975

Activities and Interests

Volunteer member of the board of directors, AIDS Committee of York Region, 2004 through 2007. Provides financial support for children in developing nations. Golf. Music. Current affairs. Travel.