

Rod McDonald

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Profile

Communications professional with more than 20 years' experience in corporate public relations in both the private and public sectors. A team player who provides strategic, creative and proactive communications services that are focused, get results and provide win-win solutions to organizational issues and needs.

Business experience

2001 to present

Communications Consultant

Partner in a small public relations firm providing services on a paid and volunteer basis.

1998-2001

KPMG LLP

Senior Manager, Communications

Reporting to the Director, National Communications, responsible for internal communications consulting and product delivery for leaders of the firm's client service practices and internal support groups.

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.
- Collaborated with counterparts in the U.S. to standardize communications practices and products used across the KPMG Americas practice.

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.

Client: The Ministry of the Attorney General of Ontario

- Managed all aspects of communication for the Ministry's project to streamline court procedures in association with the introduction of Photo Radar. Generated very positive media coverage for the proposed changes.

1980 to 1993

Ontario Hydro

Senior Communications Officer

- Managed a team of five responsible for all corporate-wide employee communications vehicles. Annual budget of just less than \$1 million.

- Managed the creation of Ontario Hydro's 1989 corporate annual report. Produced for less than budget of approximately \$250,000.
- Created the proposal for and project managed the production of Ontario Hydro's first annual report to employees in 1987. Budget of \$130,000.
- Dealt with the media on all aspects of Ontario Hydro's operations.

Positions prior to 1980

Editor and reporter, community newspapers in Ontario.

Associations

Member of the International Association of Business Communicators

Business Awards

International Association of Business Communicators, 1987

Award of Merit for Ontario Hydro Annual Report to Employees

American Power Association, 1990

Award of Merit, Ontario Hydro Annual Report

Education

Diploma, Journalism, Conestoga College, 1975

Professional Development

Project Management

Time Management

Consulting for Sole Practitioners

International Employee Communications Conferences

Interests

Member of the board of directors AIDS Committee of York Region, providing financial support for two children in developing nations, golf, music, current affairs.