

# Suzanne Waddell

BCS, SCMP®

## Senior Manager, Communications and Strategy



**An innovative leader who loves the art and science of marketing and communications**

BRIGHT WIRE 

A committed and passionate public relations professional who embodies a golden combination of effective strategic planning and engaging communications to make lasting connections.

Focused on evolving Bright Wire's brand in execution of the company's strategy, Suzanne blends sound strategic planning with creative thinking to produce innovative solutions. Our partners at Bright Wire all benefit from her expertise in the quality of the thought leadership and communications we share and in how the products and services we offer are implemented within organizations.

She has extensive experience in corporate communications, media relations, brand strategy, crisis communications and reputation management, content marketing, advertising, and publicity. She is considered a trusted advisor and counsels executives and business unit leaders about communication and its effect on business results.

Over the past 15 years Suzanne has worked with companies of all sizes in the private and public sector and brings an adaptable perspective that enables Bright Wire's team of Professional Coaches and Leadership Development experts to be at the forefront of innovation in the industry.

### Credentials and Designations

- Bachelor of Communications, University of Calgary
- Strategic Communications Management Professional™