

## **BIOGRAPHY**

### **Kat Bayang - Agency**

With a background in radio, film and concert promotions, Kat brings to Optimum Toronto team a fresh approach and contagious enthusiasm. Joining Optimum in May 2007, Kat was quick to become a valuable and integral full-time member of the team.

At Optimum, Kat is an Account Executive coordinating projects for several brands including Procter & Gamble, Bacardi Canada, General Mills Canada, Habitat for Humanity and TripHarbour.ca.

Prior to joining Optimum, Kat was a field marketing and promotions representative at FLOW 93.5FM. She was an integral member in the execution several marketing campaigns for Toronto's first urban radio station. Client campaigns she has been involved in include Universal Music, Warner Music, City of Toronto, McDonald's, TAG Fragrance Co, P&G, Marc Ecko Clothing, Warner Independent Films, Paramount Films and TIFF.

Kat holds a Honours B.A. in English and Book & Media Studies from the University of Toronto, as well as a Post-Graduate Certificate with Honours in Public Relations from Humber College.



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### **Sarah Andrewes - Agency**

Sarah Andrewes is a Senior Vice-President at Fleishman-Hillard Canada. She has over a decade of communications experience. Sarah co-leads FH Canada's Food and Agribusiness practice and leads several accounts including Pfizer Animal Health, Maple Leaf Foods, the Canadian Egg Marketing Agency and Dow AgroSciences.

She first joined FH in 1997, returning in 2006 after spending several months travelling in Southeast Asia and India. Over the years, Sarah has helped clients in a variety of industry sectors to raise their profile through corporate communications and media relations activities, launch products and services, manage issues ranging from food recalls to corporate restructuring and prepare for and manage crises.

She also volunteers her time as a member of the Board of Directors of the Developing Countries Farm Radio Network ([www.farmradio.org](http://www.farmradio.org)), a Canadian non-governmental organization that supports radio broadcasters in developing countries to strengthen small-scale farming and rural communities.

Sarah holds a public relations certificate from Humber College and a Bachelor of Arts degree in Political Science from Carleton University.

**SCOTT LANGDON**

Strategic Direction for Interactive Communications

## **Biography**

### **Scott Langdon – Government Relations**

Scott Langdon is an organizational communication professional with 30 years of management and executive experience in the corporate, government and consulting sectors.

Langdon operates his own communication consulting practice with clients across North America.

He is also a part-time Professor at the School of Media Studies (Public Relations), Humber Institute of Technology and Advanced Learning and at the University of Guelph-Humber where he teaches Public Affairs and related subjects.

Langdon earned his Masters Degree in Organizational Communication at Charles Sturt University, Australia.



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### **Siobhan Dooley – Corporate**

Siobhan Dooley is currently a communications manager with Corporate Real Estate (CRE) and Procurement & Strategic Sourcing (P&SS) at BMO Financial Group in Toronto. Working in close collaboration with the Senior Leadership Team, Siobhan is responsible for developing and implementing a strategic communications framework for CRE and P&SS in both Canada and the U.S.

A knowledgeable and experienced communications professional with more than 10 years of communications experience, Siobhan has held a variety of positions in publishing, public affairs and corporate communications in both the private and public sectors, including The Hospital for Sick Children in Toronto. In 1998-99 Siobhan had the pleasure of working as a communications intern in Geneva, Switzerland at the World Business Council for Sustainable Development. Siobhan obtained the internship through Canadian youth internship program organized by the International Institute for Sustainable Development, a Winnipeg-based NGO.

Siobhan graduated from the University of Toronto where she specialized in Sociology and Philosophy.



## **BIOGRAPHY**

### **Tanya Wymer – International PR**

Tanya Wymer brings more than a decade of experience to her role as Corporate Communications Manager at Novo Nordisk Canada Inc., Canada's fastest growing innovative pharmaceutical company. In her current role, she is a department of one in Canada with a large international team to tap into. Her responsibilities include all aspects of corporate communication, stakeholder relations, corporate branding and product related public relations.

Tanya has considerable experience in communications planning, media relations and stakeholder relations gained during her years at Cancer Care Ontario and Edelman Public Relations.

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### **Larry Kent – Government Relations**

Larry Kent has forty years executive communications experience, including 20 years as Executive Assistant to senior Ontario Government Cabinet Ministers.

Larry's experience in management roles on the political side was gained in Ontario Ministries of Health, Education Social Services, Intergovernmental Affairs, and Economic Development, Trade and Tourism. As well, Larry served ten years as Director of Communications at the Ministry of Intergovernmental Affairs, and in this capacity as the Ontario Government's Media Coordinator on Heads-of-State visits, including Royal Tours.

His experience in the Private Sector culminated with a ten-year career as a broadcast journalist and editor at CTV-CFTO and the former Toronto Telegram newspaper, including three years as the CTV correspondent at the Queen's Park Press Gallery. In 2000, Larry established Write-Results Communications. Clients include Humber College and Guelph/Humber University - lecturer on government relations, The Ontario Great Lakes Renewal Foundation and ACT Canada, the Advanced Card Technology Association of Canada, and the Toronto Board of Trade. Community service includes serving as Vice President on the Board of Directors of the Etobicoke Chamber of Commerce