

## Lauri Richardson HBA

Ontario



A Communications specialist attuned to the intricacies of attracting and retaining the attention of customers, B2B prospects and employees

Lauri is a seasoned business consultant with executive-level experience within the Advertising and Human Resources arenas. An accomplished English-French communicator, she is known for mentoring and team building, business development and client relationship management, strategic insight and tactical practicality. She takes immense pride in delivering win-win solutions through a mix of commitment, hard work and genuine caring... with a touch of trademark humour along the way.

### BUSINESS EXPERIENCE

For over twenty years, Lauri stewarded the Canadian divisions of two of the world's largest Recruitment Communications agencies. In the positions of Vice President and Managing Director, she led multi-disciplinary account teams dedicated to navigating the challenges of internal and external branding, recruitment strategy and messaging, onboarding and retention, multi-channel media planning and execution. To qualify for this role of consultant to HR leaders, Lauri worked for ten years in HR management within the insurance and hospitality sectors.

### PROFESSIONAL EXPERTISE AND SERVICES

Employer Brand Development	Recruitment Communications
Marketing Strategy and Execution	Website Strategy & Creation
HR Policy & Program Design	Leadership Training

### EDUCATION

York University, HBA, General Arts with French Language major  
Laval University, QC, Translation  
University of Toronto, Human Resources Management  
Development Dimensions International (DDI) Certification: Supervisory Training Program; People: The Winning Edge; Train the Trainer

*"The first thing that impressed me about Lauri was the degree of ownership she took in the success of my company. Over the years (decades!) she led her team to consistently add value to my team's efforts. She made me think, she provoked me to explore... she made me better at my own job. And she makes me laugh."*

*"Lauri has such varied experience that she almost instinctively understands the goals and intent of every communication effort. She offers strategy when I'm stuck on a blank page, clarity when things get cloudy and inspiration to polish a finished product."*