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Ben Baker, **US, and Canadian Citizen**

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[Website](#) | [LinkedIn](#) | [Case Studies](#) | [Publications](#) | [Podcast](#)

Dear Future Colleague,

I thrive when things are bent, broken, or experiencing bedlam. My strength lies in quickly assessing situations, understanding short- and long-term implications, listening to the people involved, and developing practical solutions that bring stakeholders together. I turn organizational challenges into opportunities for greater understanding, stronger relationships, and sustainable growth.

Throughout my career, I have served as the face and voice of organizations across North America and beyond, working with leaders in government, healthcare, education, and private industry. My work has centred on a simple principle: **communication is about being listened to, understood, valued, trusted, and engaged with.** Achieving that requires more than delivering messages. It requires listening first, understanding different perspectives, and creating the conditions for people to move forward together.

As founder of Your Brand Marketing, a communications consulting agency, for over 17 years, I helped organizations navigate change, rebuild trust, strengthen their brands, and connect their strategies with the experiences of their employees, customers, and partners. I have learned that when an organization struggles, the answer is not always another marketing campaign or a new business plan. Sometimes, the first step is to listen.

I once worked with a leadership team struggling to understand why its brand had lost trust. Its products and services remained strong, yet employees and customers no longer felt connected to its story or understood what differentiated it from the competition. We started by listening to employees, customers, and partners. We discovered what mattered to them, what was missing, and what needed to change. By realigning how the organization communicated its value, we helped restore connection, strengthen engagement, and rebuild trust.

That is the work I love: helping organizations reconnect their people with their purpose, turn complexity into clarity, and create stories people believe, remember, and share.

My approach brings together four interconnected disciplines: **communications, stakeholder relations, customer experience, and change management.** I see them not as separate functions, but as complementary ways to help organizations understand their audiences, align their people, navigate transformation, and achieve their goals. I combine strategic thinking with creative problem-solving, digital insight with human understanding, and experience with a willingness to challenge assumptions and explore what comes next.

I also believe leadership is about developing people, not simply directing them. My role is to create an environment where people have the tools, trust, and confidence to succeed. I lead from the middle, offering support when needed, encouragement when it matters, and the freedom for others to take ownership. Developing the next generation of leaders is one of the most important contributions I can make.

As organizations navigate an increasingly digital world, I believe communications leaders must be curious, adaptable, and willing to embrace innovation. Artificial intelligence and emerging technologies offer opportunities to make information more accessible, improve decision-making, and help teams serve their stakeholders more effectively. The challenge is to adopt these tools thoughtfully, ensuring technology strengthens human connection rather than replacing it.

I am looking for an organization that recognizes the value of putting people at the centre of its growth strategy. An organization that wants to challenge conventional thinking, strengthen its relationships, and translate strategy into meaningful action. I bring the perspective of an experienced communications and brand strategist, the curiosity of a lifelong learner, and the resilience to navigate difficult situations without losing sight of the people affected by them.

My philosophy is simple: **make the complex understood, the invisible visible, and the essential actionable.** Whether building trust, leading change, strengthening stakeholder relationships, improving customer experiences, or helping an organization discover what comes next, my goal is to create alignment, generate meaningful impact, and help people and organizations succeed together.

If you are looking for a strategic thinker who listens before acting, connects the dots others may miss, and turns challenges into opportunities, I welcome the conversation.

Warm regards,

Ben Baker

PS, here is a [link to my publications page](#), where you can find, amongst other publications, my two books on brand and crisis management

PPS, here are three quotes that influence how I work and think that will benefit you:

- **“Seek first to understand, and then to be understood.”** Stephen Covey
- **“The single biggest problem in communication is the illusion that it has taken place.”** George Bernard Shaw
- **“Your brand is only as valuable as your unhappiest employee on their worst day.”** Ben Baker

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HUMAN-FOCUSED & DIGITAL-FIRST COMMUNICATIONS, STAKEHOLDER RELATIONS & CUSTOMER EXPERIENCE LEADERSHIP

Brand Transformer | Strategic Storyteller | Experience & Trust Architect |
Growth, Alignment, and Change Enabler

Core Value: I turn organizational challenges into opportunities for digital connection, cultural alignment, stakeholder engagement, and sustainable growth through strategic communications.

I work with organizations to thrive in a digital-first, trust-driven world by turning complexity into clarity by aligning people, purpose, and technology to create meaningful engagement and measurable growth. A communications, customer experience, and stakeholder relations executive with **a track record of driving digital transformation, stakeholder alignment, and brand evolution across healthcare, government, education, and private enterprise nationally and globally.**

Known for combining empathy and evidence, I build integrated strategies that modernize brands, activate customers, and empower teams. From crisis communications to omni-channel communications, I help organizations adapt, communicate, and lead with confidence in times of rapid change.

[Author of two books and over 200 publications](#) on brand leadership, change enablement, and communication strategy.

14 years of hosting executive podcasts dealing with communications, leadership, brand and change, with 1 Million + downloads and a sought-after keynote speaker known for making complex ideas actionable.

SELECTED IMPACT

- ***I have spent my career leading complex and integrated teams to develop strategic communication that aligns stakeholders, drives change, and achieves goals.***
- **\$50M+ revenue growth** from a loyalty-driven direct marketing campaign using behavioural analytics and targeted personalization.

- **\$25M cost savings** in year one through digital transformation and communication enablement for a provincial health authority.
- **8:1 ROI** on safety communications strategy design and rollout for an international port authority integrating digital learning tools and stakeholder co-design.
- **10%+ lift** in citywide hospitality profitability through data-driven public engagement and reframed smoke-free campaign narrative.
- **Transformed M&A communications** for a Fortune 200, using secure digital platforms to onboard 8000 new employees into a 50 000 employee organization while aligning purpose, culture, vision, and goals post-merger.

CORE STRENGTHS

Strategic Communications & Campaign Leadership • Brand & Reputation Management • Content Strategy & Digital Communications Expertise • Analytical & Data-Driven Decision Making • Leadership & Team Management • Cross-Functional Collaboration & Stakeholder Management • Strategic Thinking, Innovation & Change Management • Equity, Diversity, and Inclusion (EDI) Awareness & Cultural Sensitivity Strategic Written and Oral Communications & Storytelling • Stakeholder & Partner Engagement • Digital Transformation Leadership • AI & Data Fluency • Change Enablement • Employee & Customer Experience Design • Crisis & Reputation Management • Thought Leadership • Omnichannel Campaign Strategy • Servant Leadership • Team Empowerment • Cross-Functional Collaboration • Brand Positioning & Growth Strategy • Resilient, Creative and Adaptive Solutions Provider Under Pressure.

PROFESSIONAL EXPERIENCE

I AM Ben Baker — Strategic Brand Communications, Stakeholder Relations & CX Consultant (Fractional & Project-Based)
2025 – Present | North America & Australia

Work with executive teams **under non-disclosure agreements** to modernize communications ecosystems, align digital and human experiences, and design stakeholder strategies that drive revenue and trust.

Your Brand Marketing — Founder & Senior Brand Communications, CX & Strategic Change Leader
2008 – 2024 | Global Client Base (Healthcare, Government, Private Sector)

Founded and led a strategic communications consultancy serving enterprise-level **clients under non-disclosure agreements** across North America. Partnered with leadership to transform brand identity, reframe customer engagement, and lead digital storytelling strategies.

- Engineered data-informed loyalty programs, achieving **45% average redemption rates** and **\$50M+ profit growth**.
- Developed digital-first change campaigns that aligned 100K+ unionized employees, reducing attrition and integration costs by **\$20M+**.

- Elevated perception of B2B clients from commodity vendors to **strategic problem-solving partners**, increasing sales by up to **20%**.
- Orchestrated multi-channel health communications that **saved lives and \$25M** through technology adoption and internal alignment.
- Reframed citywide policy communications, **increasing engagement and trust** between public, government, and business stakeholders.

Earlier Roles:

Held senior communications and marketing positions within Xerox, Ingram Micro and Kinko's Corporate working with clients in aviation, logistics, healthcare and manufacturing, delivering brand revitalization, customer engagement and business development initiatives.

SELECTED CLIENT INDUSTRIES

Healthcare • Government (Federal/Provincial/Municipal) • Higher Education • Logistics • Gaming • Transportation • Construction • Manufacturing • Insurance

THOUGHT LEADERSHIP & RECOGNITION

- **Speaker & Media:** 14-year podcast host (1Million + downloads); 10+ years keynote speaker on communications strategy, brand, trust, and change leadership
- **Awards:** Bronze Medal – PPAI Image Award for Branding | Small Business BC Finalist
- **Mentorship:** Universities (BCIT, SFU, Langara), Industry (PromoKitchen)
- **Volunteerism:** Olympic Protocol Team (2010) | Steveston Salmon Festival Trade Show Manager (7 years)

TECHNOLOGIES & TOOLS

AI Platforms (Claude, ChatGPT, Gemini, Notebook LM, Jasper) • CRM (Salesforce, HubSpot) • Analytics • Adobe Creative Suite • MS Office • WordPress • Canva • Slack • Teams • Digital & Podcast Production • Email Marketing • Omnichannel Tools

EDUCATION

University of Victoria — BA, Political Science – International Relations | Victoria, BC

Continual upgrade of skills through webinars, podcasts, and online courses for communications, leadership, customer experience, stakeholder relations, crisis management and AI.

HELPING YOU

**Solve Your Problems, Develop and Build Trust,
and Achieve Your Goals**

- Developing Leaders
- Engaging Stakeholders
- Solidifying Communication

ARE YOU READY to bring a Communications, CX or Stakeholder Relations leader in-house, within your mid-large-sized B2B organization?

Company transformer through AI integration. I create measurable alignment and impact, drive change, and coach/mentor and lead your next generation of leaders?

Driving Customer Experience Excellence in B2B Organizations

**If Your People Do Not Understand
What Makes You Unique and
Valuable Your Clients NEVER Will!**

**As a Communications, Customer Experience,
and Stakeholder Relations Leader,**

- * Define and develop your uniqueness
- * Define who you are valuable to and why
- * Build/Improve your customer experience system
- * Create a Brand Story that resonates
- * Develop the tools so your teams function as one unit with one purpose
- * Drive change, growth, engagement, value and profits

LET'S TALK!



Ben Baker

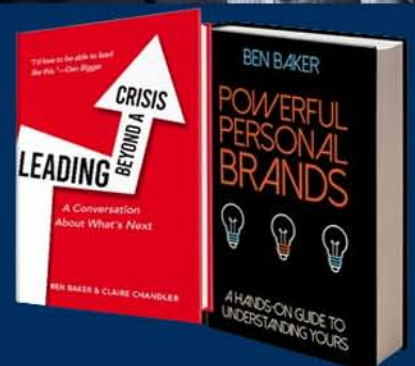
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The 5 Mistakes We All Make That Cause Your Bad Customer Experience

and how to fix them!

1. Designing for Process, Not People

Too many companies design experiences around internal efficiency, and not human emotion. When processes are built for convenience instead of connection, customers feel like numbers, not people. The result? Frustration, disengagement, and churn.

Fix: Map the journey from the customer's point of view, not your org chart.

2. Focusing on Transactions Over Relationships

When every interaction is about closing a sale or completing a ticket, customers sense it. They want relationships built on trust, empathy, and shared success.

Fix: Measure long-term loyalty (like NPS, retention, or referral rates) — not just immediate conversions.

3. Failing to Empower Frontline Teams

Your customer experience is only as strong as the people delivering it. Yet too often, employees are left without the tools, authority, or context to actually solve customer problems.

Fix: Equip teams with clear CX principles, training, and the autonomy to act in the customer's best interest.

4. Ignoring Feedback (or Treating It as a Formality)

Many organizations collect feedback — but few listen to it. Ignoring data or dismissing complaints erodes trust faster than almost anything else.

Fix: Close the loop. Acknowledge feedback publicly, share what's changing, and make customers feel heard and valued.

5. Thinking CX Is "Someone Else's Job"

Customer experience isn't owned by marketing, service, or IT — it's owned by everyone. When departments operate in silos, the experience fragments and customers fall through the cracks.

Fix: Make CX a shared KPI across the organization and celebrate cross-departmental wins that improve it.



Ben Baker