

Value Proposition

Morten has spent 25 years working at the most senior levels of public relations, advocacy and government affairs, where deep experience, creativity, relationships and imaginative solutions are leveraged to achieve clients' reputational goals. His clients are some of the most innovative, regulated or scrutinized firms in Canada and rely on him to set organization wide goals, develop communications plans, and brand strategies, as well as marketing execution.

Selected Achievements

- Helped launch The School of Public Policy at the University of Calgary; developed and executed the communications plan that made The School the most cited policy school by media and social media in Canada.
- Co-managed the Maple Leaf Foods listeriosis crisis response – now considered the gold standard of crisis response and taught in communications courses globally.
- Advised several First Nations and Métis communities in transformative economic development projects, including managing communications during the acceptance and development of the Tsuut'ina SW Calgary ring road.
- Led communications initiatives for the introduction of Total SA, one of the world's largest energy firms, into the Canadian market; led the team that positioned Total SA as a new and responsible oilsands player.
- Led medical capital campaigns that raised over \$15 million for autism treatment facilities. As a result, Alberta now has three stand-alone autism treatment centres, one in Calgary and two in Edmonton.

Experience

- Managed or led communications for dozens of political campaigns (1997 - 2021)
- Fleishman Hillard Canada: Former Partner and General Manager (2005 - 2009)
- Official Opposition Party of Canada: Director of Public Relations (1997 - 1998)
- 21 years of communications consulting with an average client retention time of eleven years (2001 - Present)

Qualifications

- University of Calgary: BA - Political Science
- University of California, Davis: MA - Political Science

