

2017 National Judge



Susan Ellis

B.A., B. Ed., Ec. D.
Manager, Economic
Development & Tourism
(retired)

Pembroke, ON

A graduate of the universities of Guelph, Western and Waterloo Susan has enjoyed a multi-faceted career as an educator, marketing and advertising consultant, and municipal economic development and tourism manager. She is an award winning creative director and copywriter of several marketing campaigns that have garnered recognition from the Ottawa Carlton Homebuilders' Association, as well as the Economic Development Association of Canada and the Economic Development Council of Ontario. She has worked with the Ottawa Valley Tourist Association Marketing Committee developing regional marketing campaigns, and has also served as President of the Ontario East Economic Development Commission to attract and nurture investment into eastern Ontario. She led the development of the Creative Economy in the Ottawa Valley, incorporating the Communities in Bloom program as part of the regional Cultural Asset Inventory, and she has been engaged as a public speaker to help develop support and encouragement for creative entrepreneurs.

Throughout her time with the City of Pembroke, she was responsible for the initial implementation and development of the Communities in Bloom committee, and helped to lead the team of volunteers through progressively successful participation in the program, which lead Pembroke to win the Ontario provincial competition in 2001, the Canadian national competition in 2007, and the International competition in 2013. She is an avid supporter of CiB, recognizing the extensive benefits for the communities that participate in the program and has helped many to develop local social media platforms to educate, engage, entertain and inform the public.

She recently retired as the Manager of Economic Development and Tourism with the City of Pembroke, Ontario. She is an avid birder, and now volunteers with the Ottawa Wild Bird Care Centre, while continuing to enjoy gourmet cooking, gardening and travel.