

2018 National Judge



Susan Ellis

B.A., B. Ed., Ec. D.
Corporate
Communications
Specialist

Pembroke, ON

A graduate of the universities of Guelph, Western, and Waterloo, Susan has enjoyed a multi-faceted career as an educator, professional marketing and advertising consultant, and municipal manager of economic development, recreation and tourism.

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 as the Manager of Economic Development, Recreation and Tourism, Susan 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 led to Pembroke ultimately winning the international competition in 2013.

She is an avid supporter of CiB, recognizing the extensive benefits for the communities that participate in the program. She has helped many municipalities develop branding programs and social media platforms that educate, engage, entertain, inform and nurture community pride. Having retired from the City of Pembroke, Susan has recently launched a professional corporate business writing and editing service, and in her spare time, is an avid birder, who enjoys books, gardening and travel.