

# 2021 National Judge



## Susan Ellis

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

Pembroke, ON

A graduate of Guelph, Western, and Waterloo Universities, Susan has enjoyed a multi-faceted career as an educator, 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, culminating in Pembroke winning the International competition in 2013.

She is an avid supporter and advocate of CiB, recognizing the extensive benefits for the communities that participate in the program. She has helped many municipalities to develop branding programs and social media platforms that educate, engage, entertain, inform and nurture civic pride.

Susan now owns a professional corporate business writing and editing service, and in her spare time, is an avid birder who loves, cooking, books, gardening and travel. Susan has been a National Judge with CiB since 2017, and is also a Member of the Board of Directors, as well as the Chairperson of the Marketing, Sponsorship and Communications Committee. She also sits on the Strategic Planning Committee and the Virtual Symposium Committee. In 2021, she helped to create and direct the Hope is Growing Campaign as an inclusive, positive antidote to the global pandemic.