



2023 National Judge



Susan Ellis

National Chairperson,
CiB Board of Directors
Pembroke, Ontario

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 been acclaimed by the Ottawa Carlton Homebuilders' Association, 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 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 garner support and encouragement for creative entrepreneurs.

During 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. She 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. Retired from the City of Pembroke, Susan now owns a professional corporate business writing and editing service, and became the Chairperson of the National Board of Directors for CiB in 2021, as well as the chair for the CiB Marketing, Sponsorship and Communications Committee. She is also a Director on the Board of the Green Cities Foundation. In her spare time, Susan loves birding, books, cooking, gardening, and travel.

Allergic to cilantro

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