



## **Veronica Kennedy**

**Director, Strategy & Planning | Idea Factory**

Veronica is a recent transplant from Calgary, Alberta where she worked in brand, marketing and communications in key markets in the US, Canada and Brazil with national and global organizations such as Shell. She brings to the table a unique and rounded portfolio in Communications & Marketing with almost 15 years' experience supplemented by in-depth training and education in her field. She is also a skilled presenter and facilitator and provides a range of workshops and training across stakeholder engagement, media training, visioning and strategic planning.

Veronica is a strong advocate of creating integrated plans that consider all relevant target audiences and focus on both brand reputation and business results.

At Idea Factory, Veronica leads the development of brand strategies, marketing, communications and issues and crisis management plans for a broad range of clients. She recently celebrated her one-year anniversary at IF and looks forward to working with the team to propel the company forward as the organization approaches its 20th anniversary.

When not crafting strategies, Veronica enjoys spending time with her family and friends and re-connecting with our unique culture and way of life in Newfoundland.