Director-at-Large – Bill Baker

Bill Baker is the founder and Principal of BB&Co Strategic Storytelling: a boutique consultancy that helps companies and organizations uncover and define the one true story of their brand and then engage and align employees and other stakeholders around it to bring that story consistently to life. Some of BB&Co's clients include GE, Coca-Cola, TELUS, State Farm, Pfizer, Cisco, the Canadian Centre for Ethics in Sport, Canada Beef and Relais & Châteaux. BB&Co also provides workshop training for senior executives and managers, helping them understand how to use storytelling to increase the impact and uptake of their communications and, with that, their ability to persuade, influence and inspire others.

Prior to starting BB&Co, Bill spent 18 years of his career in the advertising industry, most recently as part of the Global Planning Group of DDB Worldwide and Managing Director of DDB's Vancouver office, but also working in New York City running global accounts for other multinational agencies such as Saatchi & Saatchi and Grey. An American by birth (a Canadian by choice), Bill has lived in Vancouver since 1998. He is a magna cum laude graduate of Bowdoin College in Brunswick, Maine and attended both the Sorbonne in Paris and Albert Ludwigs Universität in Freiburg, Germany. Bill is an avid skier, a promising jazz pianist and an eternally frustrated golfer.

Bill was elected to the Society's Board of Directors in 2016. He has been instrumental in helping the Society uncover and articulate its organizational brand story, including a new vision, mission and marketplace priorities that all staff and partners are rallying around. In addition, Bill works closely with the Society's Marketing and Communications Team, providing counsel and guidance on communications campaigns and marketing efforts.

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