

PETRO-CANADA SPORT LEADERSHIP SPORTIF VANCOUVER 2009

NOVEMBER 12-15, 2009 • DU 12 AU 15 NOVEMBRE 2009 • SHERATON VANCOUVER WALL CENTRE

Bill Baker
Chief Strategic Officer
Envisioning + Storytelling

A U.S. transplant, Bill has spent the last eleven years living and working in beautiful Vancouver, British Columbia. He is currently a partner in Envisioning + Storytelling, a creative consultancy that helps clients uncover the future story for their organizations and brands and then unlock the human energy to make that story real. At E+S, Bill works closely with clients to make certain their stories have both a strong strategic foundation to work from and an achievable and inspiring vision to work towards. Bill also guides and counsels E+S clients as they start to transfer the concepts and ideas of their strategic stories into action, helping them “become” the story they envisioned for their brand, their business and their people (a task that is infinitely easier said, than done).

Prior to joining E+S, Bill was part of the Global Planning Group of DDB Worldwide, where he helped redefine and deploy the suite of strategic planning tools used across DDB's 205 offices. His experience in branding, marketing and communications spans the continents, having spent the first 10 years of his career working in New York City with multinational agencies like Saatchi & Saatchi and Grey. When he's not absorbed in work, Bill spends his time doing cliché Vancouver things like skiing, golf and rooting for the Canucks in addition to playing his piano.

