

# Jacqui d'Eon, P.Eng., ABC, MC

## Profile

- A leader with C-suite and Board experience
- An experienced, accredited professional communicator who brings the design, logic, and measurement skills of an engineer to the discipline.
- A crusader for using communications as a strategic tool to achieve measurable objectives
- A leader who knows when to direct, to partner, to coach, to develop followership, and/or to build alliances
- An outstanding project manager and problem solver

## Career

### Principal/ Owner: JAd'E Communications (JAd'E)

2016 – Present

I reinvigorated JAd'E Communications, which I incorporated in 1997, to pursue my joint passions for strategic communications and executive coaching. Through JAd'E, I invest time in my clients and their businesses to deeply understand their issues, goals, and needs. As a result, my clients rely on me to help them achieve measurable business objectives through effective communications.

### External Advisor to the Board of Directors, The Canadian Real Estate Association

Mar 2020 - May 2021

As an external advisor to the Board, I attended all Board meetings, contributed an outside perspective on the Board's agenda, and was consulted on issues related to the association.

### Instructor, York University

Jan 2020 - Apr 2022

I developed and taught the course, Reputation Management and Crisis Communication for the Post-Graduate Certificate in Public Relations Program. I resigned this post after relocating to BC.

### Principal/Co-Owner: *the* Communications Department (TCD)

2011 – 2016

TCD was a communications consultancy partnership that built on my extensive experience as a professional communicator to offer senior-level strategic advice and the execution of a full range of communications tactics to clients.

### Chief Communications Officer, Deloitte

2002 – 2011

Deloitte is Canada's and the world's largest professional services firm. It is a highly matrixed organization that relies on leaders achieving results through influence rather than authority or positional power.

This position was created for me. I was hired as Deloitte's first Chief Communications Officer, reporting directly to the Managing Partner and Chief Executive for the Canadian firm, after a year of working with the firm as a consultant on issues management. My role included oversight of all aspects of communications both within and external to the firm; the firm's intranet that published three stories per day in two languages; executive communications such as speeches and reports; the firm's annual report; and planning and executing the annual partners' meeting. I was an integral member of the executive team on all risk matters, including litigation and major client deliverables.

## Professional Memberships and Volunteering

### Member, the Canadian Society of Association Executives (CSAE)

2014 - Present

- Joined as a business member in 2014
- Spoke at the 2022 and 2016 CSAE National Conferences
- Organized and moderated a panel for invitation only session at Tête-à- Tête, Ottawa 2020
- Organized and moderated a panel at the 2019 CSAE National Conference
- Led a webinar for CSAE 2019
- Presented at Trillium Winter Summits in 2019 and 2015
- Authored the book, *Stuff Happens*, published by CSAE 2019
- Currently member of the Communications Advisory Group

### International Association of Business Communicators (IABC)

1997 – Present

- Awarded the Master Communicator (MC) designation in 2008 in recognition of my achievements and contributions to the profession, and completed a seven-city, cross-Canada speaking tour to promote accreditation that year
- Became an Accredited Business Communicator (ABC) in 1998
- Elected to the International Accreditation Committee (2006-2009)
- Started the Toronto Chapter's Accreditation College in 2003 which continued until 2014
- Served as the Toronto Chapter's Vice President of Professional Standards (2003-2004)
- Served on the World Conference Program Advisory Committee (2009-2012)
- Spoke at the 2012 World Conference
- Won a 2014 Silver Leaf Award of Excellence (Canada-wide competition), and a 2015 Ovations Award of Merit (local chapter competition) for an annual report prepared for a client
- Served as a judge for local, national, and global awards
- Chaired the Master Communicators' selection committee (2016) and served on the committee as past chair in 2017
- Participated in the selection of the 2017 Communicator of the Year Award for the Toronto Chapter

### Professional Engineers of Ontario (P.Eng.)

1979 – Present

## Education

**Dalhousie University** Bachelor of Engineering, Chemical

**Saint Mary's University** Bachelor of Science, Diploma in Engineering