

ALISON WINES

Profile

Alison is a designated Strategic Communications Management Professional, with global experience advising large corporations, government and nonprofit organizations. She draws on her background as a management consultant and lawyer to develop outcome-focussed communications strategies and provide evidence-based advice to leaders.

She writes regularly and has had work for clients and personal pieces published in a variety of publications in Australia, the UK and the US.

Experience

Founder and Managing Director, AlphaJuliet, Toronto - March 2017 - present

AlphaJuliet provides strategic communications advice to a variety of clients globally.

Key projects:

- Establishing a communications function for the Canadian Mental Health Association, York & South Simcoe Region, and acting as interim Head of Communications
- Developing and delivering a 13-week change communications course for New-York based global law firm, Paul Hastings LLP
- Coaching the Head of Communications at Engineers Without Borders Canada, supporting her to deliver a major rebrand and change program
- Advising a United Nations agency on its talent communications, leading to the development of a more accessible voice to attract top external candidates (New York, USA).
- Development of strategy for Protect Our Winters Canada, together with marketing and informational materials to present to donors and strategic partners (pro bono)
- Development of editorial content for a private bank's client magazine (London, U.K.)
- Developing magazine articles for national publications, blogs, social media and web content for a variety of clients

National Channels Manager, Deloitte, London U.K. — Jan 2015 - Nov 2016

Deloitte is a global professional services firm, employing over 200,000 people worldwide and approximately 17,000 in the United Kingdom and Switzerland joint firm.

Key achievements:

- Internal communications lead for Brexit and US elections, working directly with the firm's Chief Economist, Chief Risk partner and CEO (commendation received for work leading Brexit communications)
- UK Internal communications lead for global brand refresh
- Development and implementation of nationwide channels strategy and editorial policy
- Internal communications lead for firm-wide Crisis Management Team
- Internal communications lead for Responsible Business and Innovation programmes

Freelance Communications Advisor, Melbourne Australia: 2013 – 2014

- Led HR communications for a major organizational restructure at a large Australian university
- Developed customer personas for a global marketing firm as part of a cultural change programme with a major energy company
- Developed the Social Media Strategy for a successful management consultancy

Head of Internal Communications and Engagement, Murdoch Children's Research Institute (MCRI), Melbourne Australia — 2011-2013

MCRI is aligned with the University of Melbourne and is one of the top-five paediatric medical research institutes globally. This was a 'green field' role which required core concepts of communication and employee engagement to be introduced to the institute.

Key achievements:

- Roll out of the institute's first employee engagement survey
- Leadership and communications coaching to Heads of Research, increasing their confidence in their people management skills and helping to translate survey outcomes into tangible change
- Conducting change management and communications seminars
- Working closely with the PR team to integrate communications strategies and create a cohesive employer brand and value proposition

Management Consultant, KPMG, Melbourne Australia — 2007-2011

The Management Consulting division of KPMG advises top tier clients including listed and multi-national corporations and federal government departments on business improvement across all aspects of their organization.

Key achievements:

- Project lead and team manager for a large-scale learning needs analysis and training redesign at a national energy provider
- Leading the organizational change programme for an \$80million IT implementation for the Australian Defence Force (including cultural, process and systems change as well as organizational realignment)
- Leading the final phase of an IT implementation project that was later used as a benchmark for all future technology changes for the Australian Defence Force
- Design and implementation of a new nationwide mentoring programme for management consulting

Lawyer, Mahony's, Melbourne Australia 2005-2007

Mahony's is a highly regarded boutique law firm, specializing in banking and finance, hospitality and general commercial law.

Community Involvement

- Toronto Chapter Lead and communications advisor to Protect Our Winters Canada - 2018 to present
- Volunteer Ski Patroller, CSP Kawartha Zone, 2018 to present
- Board member and VP, Networking, IABC/Toronto - 2018/19

Education

Charles Sturt University — Master of Arts (Organisational Communication) (With Distinction) - 2014

Melbourne Business School - Graduate Certificate of Management - 2011

University of Melbourne - Bachelor of Laws, Bachelor of Arts - 2004

Skills

Developing strong relationships that lead to powerful stories

Strategic approach, strong understanding of context and the bigger picture

Developing authentic content to engage and inspire audiences

Executive/leadership communication

Communications management

Published Work

The Trailer, SISU Magazine, March 2020 (upcoming)

Client editorial content for Great British Brands 2017 and 2018 (a Country and Town House publication)

10 Tips to Sharpen Your Project Communications, Project Manager Magazine Australia, 2013

Employment Flexibility: Practical Reality or Pipe Dream? Young Lawyer Magazine Australia, 2006.

References

Available on request

Alison Wines

416-458-9686
alisonjwines@gmail.com

373 Scarborough Rd
Toronto ON M4E 3N1