

## NEWS RELEASE

For Immediate Release

### **NATIONAL VANCOUVER NAMES HIDE OZAWA, VP MARKETING TECHNOLOGY**

*Managing Partner Paul Welsh completes senior leadership team in Vancouver*

**VANCOUVER, B.C. January 29, 2018**—NATIONAL Vancouver today named Hide (hee-day) Ozawa as Vice-President Marketing Technology, as new Managing Partner Paul Welsh puts the final leadership piece in place as he repositions the firm in the Vancouver marketplace.

“NATIONAL is committed to connecting clients to the people who matter most, with the right message, at the right time — with counsel and creative grounded in research, insight and deep sector understanding,” said NATIONAL Vancouver’s Managing Partner Paul Welsh. “Today, that means marketing technology and digital solutions are front and centre. Hide is a dynamic and proven leader with the right experience and skills to deliver in both Canadian and U.S. markets. We’re thrilled to have him.”

Ozawa graduated with Honours from Simon Fraser University’s faculty of Communications, Art, and Technology. He joined the Government of British Columbia’s communications team in Victoria in 2012 and rose quickly through the ranks serving as Director and Executive Director of Marketing and Communications in the Government Communications and Public Engagement office. There he handled strategic planning and delivery of marketing and communications programs, including digital media buying, engagement programs and research. He left government in 2016, forming his own digital agency, which made an immediate impact in the Vancouver marketplace.

“Paul is one of few in the B.C. market to build a business from the ground up. That was vital in my decision – as much as I am a marketing and communications professional, I am an entrepreneur. Learning from someone with big agency credentials and tactical in-market know-how is exactly what I was looking for. It’s a great challenge and I am keen to take it on,” Ozawa said.

As well as working with NATIONAL offices across Canada, Ozawa will work with AVENIR GLOBAL sister-agency SHIFT Communications with offices in Boston, San Francisco, Austin and New York. Ozawa will focus his attention on San Francisco, the home to many enterprise technology companies.

“Many Vancouver businesses, particularly in the tech space, are looking to markets beyond B.C.,” Ozawa added. “I have the chance to work with, learn from and introduce clients to our teams in tech hubs like San Francisco and Austin. That’s something not many local agencies can offer.”

#### **ABOUT NATIONAL**

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and actions. For over 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow.

NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. NATIONAL’s service offering also includes **NATIONAL Equicom**, the industry’s foremost investor relations and financial services communications practice. NATIONAL

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