

FORMER DIRECTOR OF THE #BCTECH SUMMIT JOINS NATIONAL VANCOUVER AS VICE PRESIDENT

Lindsay Chan will help grow cross-border opportunities for clients looking to US

VANCOUVER, B.C., August 13, 2018 – NATIONAL Vancouver is pleased to announce the immediate appointment of Lindsay Chan as Vice President to better serve its growing roster of technology clients in British Columbia and across the country.

“We are in the midst of renewing the NATIONAL brand in the Vancouver market, and Lindsay is very much part of that plan,” says NATIONAL Vancouver Managing Partner Paul Welsh. “Her technology experience and relationships will be very helpful as that sector continues to grow and evolve.”

Lindsay has deep roots in BC’s technology and innovation community and is an advocate for opportunities for women in technology/leadership roles. Lindsay held increasingly senior marketing and communications roles at Innovate BC (formerly BC Innovation Council, a crown agency). She was responsible for the delivery of strategic marketing and communications programs, government and stakeholder relations and an extensive sponsorship program. She was also the Director of the 2017 & 2018 #BCTECH Summits, providing leadership in the development and execution of the multi-faceted conference that convened close to 6,000 delegates including sponsors, entrepreneurs, investors and all levels of government.

Working with its sister agencies in the US (SHIFT Communications and Padilla), NATIONAL has the ability to work with BC-based technology companies as they look to US markets for customers, talent and investment.

“We see more and more cross-border opportunities,” Welsh says. “Lindsay will be responsible for working with our US offices to help local technology companies to connect to the US markets.”

A graduate of UBC’s Sauder School of Business, Lindsay is no stranger to the world of communications agencies, having been on both sides of the fence as a client and as an account executive. Early in her communications career, she worked at agencies including Cossette, Optimum Public Relations (now Citizen Relations) and McMillan. She also led communications and media relations for the Rick Hansen Foundation.

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Source : NATIONAL Vancouver

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