

NATIONAL Adds Consumer Marketing Depth in Toronto

TORONTO, May 13, 2016 – NATIONAL Public Relations' Toronto office is adding increased depth and expertise to its Consumer Marketing team and has hired Shannon Emily Davidson as Vice-President and Practice Lead, and Candi Jeronimo as Director.

Davidson returns to NATIONAL after spending a year as Chief Marketing Officer at Skate Canada. A seasoned brand, experiential, sports, and consumer marketing professional with a track record of more than two decades, Shannon has worked for several Toronto agencies including Publicis, Maclaren Momentum, Wunderman and NATIONAL's former digital shop, Sonic Boom Creative Media Inc. She also has an extensive sponsorship and sports marketing background that includes positions at and consultation to the Grand Prix of Toronto, Scotiabank, the CFL and Molstar Sports & Entertainment, and is known for her focus on integrated marketing, her collaborative nature and creativity. "Shannon's leadership and experience will be a great asset to help our clients' brands win the hearts, minds and wallets of consumers throughout Canada," says Rick Murray, Managing Partner and Chief Digital Strategist of NATIONAL Toronto.

"I'm thrilled to be able to join NATIONAL and work with some of the best brands in the country," expressed Davidson. "I will also be working side-by-side with some of the best account and creative people in the industry. Together, I know we will be able to provide clients unparalleled marketing insights and services."

Candi Jeronimo has 14 years of experience working in both public relations and in the media. She has worked with top brands including TELUS, Canon Canada, Symantec (Norton), Kraft Heinz, and eBay Canada to name a few. She is deeply focused on creating client programs that map back to business objectives and have an impact on the bottom line.

Jeronimo formerly co-led the earned media specialty nationally at Edelman Canada, where she offered strategic counsel to dozens of clients, and oversaw the development of media relations best practices.

"NATIONAL has a strong reputation across the country for driving change in public relations and from the level of creativity and execution that I've seen, I'd safely say is industry best," offered Jeronimo. "I would wager that 2016 is going to be a standout year, and I'm ready to contribute to that incredible growth."

Prior to making a move into PR, Candi spent several years working as a producer and writer for CTV in Toronto, including four years at the country's most watched morning show, *Canada AM*. In her downtime, she's volunteered as PR Manager for TEDxToronto, and enjoys renos, gardening, and riding her motorcycle.

"The addition of both Shannon and Candi to our team on top of last week's acquisition of SHIFT Communications in the US reflects our commitment to leading a data-driven change in the way brands engage consumers, a change we're already seeing pay off with a new momentum in Toronto", said Murray.