

Patricia McQuillan
President & Founder
Brand Matters®



With a focus and expertise on brand management, market research and brand strategy development, Brand Matters is a brand consulting firm offering a range of marketing consulting services and innovative branding techniques.

Patricia McQuillan founded Brand Matters in 2000, staffing client teams with deep expertise in all aspects of branding and market research. After a successful 12 year corporate marketing career, Patricia brings extensive experience and knowledge combined with innovative insight with Brand Matters. She specializes in Brand Strategy, Marketing Communications Planning, Internal Branding and Market Research.

With a B.A. Honours (Economics) and an MBA in Marketing and Finance from Queen's University Patricia adds the Canadian Securities Course and Partner, Director Officer qualifications to her résumé of expertise. As Vice-President – Marketing, **RBC Dominion Securities** and Vice President – Marketing, **TD Waterhouse**, Patricia successfully introduced strategic marketing programs and built long-lasting brands. Earlier in her career, she engineered successive business turnarounds in the consumer packaged goods industry at **Kraft Canada** over a 6-year period as a Senior Brand Manager.

Patricia currently serves as a Director on two boards: the American Marketing Association (AMA) and the MS Society. She is also a Council Member of the Canadian Marketing Association (CMA) Branding and Strategic Planning Council and a Corporate Member of Marketing Research and Intelligence Association (MRIA). Patricia is the lead moderator for brand-related topics for the AMA Toronto Chapter and is also currently leading an industry study on Internal Branding Best Practices for the CMA.

Patricia balances a highly creative strategic focus with sharp analytical skills and simplifies the Brand Matters difference as an **unbiased** process designed to *connect business to brand™*. The resultant Brand Differentiation Model™ distinguishes the client's expertise from that of direct competition, thus building the platform for successful implementation and measurement *every time*. In essence, Brand Matters connects organizations to their customers and brand through its rigorous multi-stakeholder inclusive process. Internal brand alignment and employee engagement are key benefits of this process.

Today, Patricia continues to use her strong, *consumer-based and business-to-business marketing skill set* to oversee brand positioning for other highly ambitious and results-focused corporate leaders. Her growing client list includes Air Miles Reward Program, Canada Life, Canadian Diabetes Association, Cloverleaf Seafood, Government of Canada, Ontario Real Estate Association and the global brand Siemens in Canada.