

BrandMatters

Connecting Business to Brand™



Patricia McQuillan, MBA
President & Founder
Brand Matters Inc.

Patricia McQuillan founded Brand Matters in 2000, following a career of innovative brand management with RBC, TD Waterhouse, Kraft General Foods and Tandem Consulting.

Brand Matters is a leading brand consulting firm which delivers brand strategy solutions successfully *connecting business to brand™*. Brand Matters' strategic approach is grounded in market research and branding best practices. Her clients include Leaders of innovative organizations including Air Miles Reward Program, Canada Life, Canadian Diabetes Association and Siemens Canada to name a few.

Patricia's academic qualifications include an MBA and Economics Degree from Queen's University. During her corporate career she served as VP Marketing, RBC Dominion Securities where she led the Royal Bank of Canada Wealth Management re-brand. Prior to this, she held the position of VP Marketing, TD Waterhouse where she directed the marketing launch of the first on-line brokerage in Canada. Earlier in her career, she led successive business turnarounds over a 6-year period as a Senior Brand Manager at Kraft General Foods.

Today, she continues to participate as a thought leader as an owner of one of Canada's leading brand consulting firms. She is not only an active Council Member of the Canadian Marketing Association Branding & Strategic Planning Council but also serves as a Director on two Boards: the American Marketing Association and the MS Society of Canada, Toronto Chapter.