



Professional Profile

TIM MORAWETZ

A communications strategist and business writer with nearly 25 years experience in corporate communications, public relations, advertising, promotions and trade journalism.

Key Capabilities

- Broad understanding of contemporary business issues, the needs of different stakeholders, and the role of different communications disciplines in enhancing organizational performance.
- Ability to develop comprehensive communications plans, then deliver business messages clearly and effectively across a range of media.

Scope of Experience

- Worked as a strategic director, creative director and writer at a number of communications agencies.
- Has developed communications solutions for clients in almost all every industry sector, including financial services, healthcare, packaged-goods, retail, high-tech, business services, hospitality, media, public sector and not-for-profit sector.
- Has conceived, creative-directed or written a wide range of marketing-communications programs and materials to *inform, train or motivate* their target audiences, including presentations, executive speeches, videos, business theatre, newsletters, brochures, training manuals, print advertising, promotional elements, direct response and catalogues, news releases.
- Familiar with production and executional issues for various communications media.
- Published articles in *Marketing, Strategy* and *Canadian HR Reporter*.

Education

- Bachelor of Arts (with Distinction), Carleton University, Ottawa; graduated 1985.
- Completed three years in the School of Architecture before transferring to Carleton's Directed Interdisciplinary Studies program (focus on visual communications).

Community Contributions

- Author of book, *Art Deco Architecture in Toronto: A guide to the city's buildings from the Roaring Twenties and the Depression* (published May 2009).
- Marketing Hall of Legends (American Marketing Association, Toronto Chapter): Volunteer editorial director (2005 to 2008).
- Baptiste Lake Association: Conducted media relations supporting Lake Plan (2006 to present).
- Royal Ontario Museum – *Art Deco 1910–1939* exhibition: Member of gala opening event organizing committee (2003); published articles and delivered lectures on Art Deco in Canada and internationally; led Downtown Art Deco walking tour for 15 years.
- Canadian National Institute for the Blind: Weekly session audiotaping textbooks, magazines and recreational books (1985-1998).

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2 Burnham Road, Toronto, Ontario M4G 1C1

T (416) 703-5300 • **F** (416) 703-5087 • **E** info@glue-to.com • **W** www@glue-to.com