



**TORONTO**  
**PEARSON**

## ATTACH WINGS TO THE BRAND

You'll make Toronto Pearson International Airport the premier destination for both people and planes as the Greater Toronto Airports Authority re-invents the customer experience for both passengers and airlines. This billion dollar private corporation and its 1200 employees have a strategic plan to make the airport an inviting, entertaining and vibrant global gateway that reflects the spirit of Toronto. Add your vision, energy and creativity to the team as...

# DIRECTOR OF MARKETING AND BRAND STRATEGY

Reporting directly to a new Chief Marketing and Commercial Officer, you will call on your B2B and B2C experience to build the brand and the buzz. With a relentless pursuit of understanding your customer, you will build the Pearson brand, develop new marketing programs, products and services in order to attract, serve and delight customers. Collaborate with internal and external partners including airlines, retailers and tourism agencies to reposition Toronto Pearson as a destination for both planes and people by offering a travel, shopping, dining and entertainment experience that is a reflection of the dynamic and diverse city and region that it represents.

You have earned your exceptional leadership, brand building and marketing credentials in complex multi-stakeholder environments. A big idea marketer and disturber of the status quo, here's the chance for you and your customers to fly even higher. All responses to The Caldwell Partners are confidential. Please indicate your interest in Project 9157 through the "For Candidates" section of [www.caldwell.ca](http://www.caldwell.ca) or by email to [resumes@caldwell.ca](mailto:resumes@caldwell.ca).

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