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Master Communicator 2004

Paul Mlodzik is Vice-President of Marketing and Communications for The Co-operators, the largest Canadian-owned multi-line insurance company. His responsibilities include strategic planning, brand management, market research, stakeholder communications, product development and customer service.

His previous experience includes senior marketing and communications roles with the Insurance Corporation of British Columbia, Coast Capital Credit Union (formerly Richmond Savings) and The Prudential Assurance Company Limited. He has also worked as a marketing and communications consultant for some of Canada's leading organizations.

Paul is a frequent presenter at industry and professional association events on the topics of brand management, strategic communications planning and making effective verbal/written presentations. His work has been recognized with over 50 regional, national and international awards – including IABC's Gold Quill and Jake Wittmer Awards.

Paul holds a BA in Economics from the University of British Columbia and an MA in Communication Studies from Concordia University. He has also earned several financial services designations – including Certified Financial Planner (CFP).