



**Priya Bates, ABC
Master Communicator 2010**

Priya Bates is a senior, award-winning communications executive whose career is marked by excellence in internal communications and strategic communications counsel.

Priya is currently the Senior Director, Internal Communications, with Loblaw Companies Ltd. located in Brampton, Ontario. In this position she is responsible for the internal communications strategic plan and for leading internal communications initiatives aimed at supporting the Loblaw mission. While in this position, she successfully helped launch a Colleague Discount Program which was recognized with a Silver Leaf Award of Excellence. Her work and counsel have also been part of Loblaw's efforts which led to being recognized as one of Canada's Top 100 Employers in 2010 and the Financial Post's Top 10 Companies to Work For in 2010.

Prior to joining Loblaw Priya was the Manager, Corporate Communications with HP Canada and Manager Internal Communications with Compaq. One letter of nomination noted that Priya is "an outspoken proponent of sound communication practice and ethics. She shares her knowledge...and many of us look to Priya for leadership ideas and concepts to help our own organizations solve branding and internal communications challenges."

She is an accredited member of IABC and has served at the chapter, district and international levels. She is a frequent speaker on communications issues related to branding and internal communications and change management. Praise for Priya's work with IABC and the profession was strong: "All her contributions to the field and to IABC enable Priya to serve as an unequalled role model for IABC members and others in the communication profession...to achieve the highest possible goals and objectives for themselves, their employers, their audiences and the public in general."

Priya has a Bachelor of Science from the University of Western Ontario, and is a graduate of the Humber College Public Relations Program.