

**Jo Langham, ABC, MC**  
Master Communicator 2013



**Jo Langham, ABC, MC**, is a senior communications practitioner with extensive experience in independent consulting, corporate and agency environments. Jo has a reputation for planning and leading innovative, high-impact, integrated marketing communications campaigns that consistently meet evaluation metrics and maximize value for clients. She is a trusted strategic advisor to senior management, providing communications counsel on business issues and crises. Jo has led her teams to more than 50 industry awards since 1990.

Jo joined the Financial Services Commission of Ontario (FSCO) in 2015 and now heads up its Public Education and Stakeholder Engagement unit. As well as day-to-day oversight of social media, the internet, events, graphic design and video production, Jo is responsible for crafting the organization's major public awareness programs.

For four years prior to joining FSCO Jo was SVP & General Manager of the Toronto office of communications agency Thornley Fallis. As GM, she lead a diverse group of traditional and digital communicators and provided senior client counsel on many of the firm's major accounts including Allstate Insurance Company of Canada, Genomic Health and Vertex Pharmaceuticals. Prior to joining Thornley Fallis, Jo managed the Consumer Marketing practice at APEX Public Relations comprising more than 20 food & nutrition, health & wellness, beauty, fashion, energy and financial services clients and 12 members of staff.

In 2004, Jo joined Direct Energy as Director of Communications having in May 2000 founded BoomTown Public Relations, a 'virtual' communications agency with clients including CIBC VISA, Unilever (Dove), Coca-Cola and the Ministry of Consumer & Business Services.

After receiving her BSc. in Earth Sciences, Jo earned a CAM Certificate (Communications, Advertising and Marketing) from the London College for Distributive Trades. She served as President of IABC/Toronto in 2002/3 and is an accredited member of the Association. Born and raised in London England, Jo is mum to son Alexei and occasionally squeaks out the time to play golf, watch motorsports, and to devote to her passion for cooking.