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Me – Born in Edmonton. Educated at Princeton and Harvard. Speechwriter for a Premier. Book editor. Copywriter. Communications strategist. Presentation trainer. Marathoner. Explorer of the world’s far corners. Travel writer. Op ed page writer. Fund-raiser. Board member. Speaker series host. Arts addict. Hopeless enthusiast.

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Bob Ramsay was born in Edmonton and educated at Trinity College School in Port Hope, and Princeton University where he graduated magna cum laude in English Literature. He then attended the Radcliffe-Harvard Publishing Course.

In 1973 and again in 1976, he served as an executive officer and speechwriter in the Office of Premier William Davis, then joined Vickers & Benson Advertising as a copywriter and Clarke Irwin Publishers as an editor. From 1976 to 1982, he was the president of Stephenson, Ramsay, O’Donnell Ltd., Canada’s first company devoted to marketing the performing arts, films and television productions. From 1982 to 1991, he was the president of Remarkable Communications Ltd., creating scores of communications programs for the public and private sectors, and winning dozens of national and international awards for the company’s clients. Among his projects were the launch of YTV Television Network and of Molson Dry Beer.

From 1992 to 1995, as a partner in the corporate communications firm, Advance Planning & Communications, he was the creative director on numerous corporate campaigns including: The Imperial Oil Card/Club Z partnership; the first advertising of any kind for the Body Shop, which aired on BBC, PBS and CBC; and the launch of Viacom Inc. in Canada.

Since forming Ramsay Inc. in June of 1995, he has created communications programs for, among many others: Decca Music Group – Corporate marketing materials for head office in London; Four Seasons Hotels – Corporate videos and articles in Four Seasons Magazine; The Canada Gairdner Awards for Medical Research – Publicity, profile-building and sponsorship for these

“Baby Nobels”; Pfizer Canada – thought leadership programs in Toronto; the Government of Ontario and the Canada Pension Plan Investment Board – writing and presentation training courses; Aeroplan Canada – leadership communications programs; Mackenzie Financial – marketing communications materials; and most of the major Canadian banks – speechwriting for senior executives.

In addition, Bob is the founder of the Ramsay Luncheons and Breakfasts (now Ramsay Talks) a series of speaker series that brings high-profile authors and thinkers to Toronto.

Bob has also served as a board member and marketing consultant for many community organizations, including:

- Fund-Raising Chair, Toronto International Film Festival (TIFF)
- Chair of the Board, International Readings at Harbourfront
- Member of the Executive Committee, Canadian Film Center
- Member of the Marketing Advisory Committee, Art Gallery of Ontario
- Member of the Governor’s Council, Toronto Public Library
- Chair of the Marketing Committee, Board of Governors, Trinity College School
- Chair of the Marketing Committee, Board of Directors, St. Lawrence Centre
- Chair of the Communications Committee, Women’s College Hospital Foundation

Finally, Bob is a marathon runner, mountain trekker and all-round adventurer, and writes articles for the Globe and Mail, The Toronto Star and The National Post on much of the above.

