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# GILLIAN KERR

## Marketing & Communications



## SUMMARY BIO

Gillian is a marketing & communications professional with over 20 years of experience as a senior leader working in the corporate grocery sector leading brand portfolios. Now, as an independent consultant, she helps organizations, project leaders and small companies bring sustainable ideas to life. Gillian is a bold and creative visionary who is results-driven and comfortable with change. Caring and committed, she builds relations, sets expectations, and measures success. She is committed to supporting Toronto as a livable city, and is a board member of the Gooderham and Worts Neighbourhood Association.

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## EXPERTISE

- Brand strategy development
- Campaign execution & project leadership
- Community investment marketing, events & sponsorships
- Creative writing & communication
- Managing multiple stakeholders
- Simplifying complex challenges & finding creative solutions

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## EMPLOYMENT HISTORY

- 2019–present  
Marketing & Communications, Dept of Words & Deeds
- 2018–present  
Owner, IdeaStove
- 2013–2018  
Vice President, Marketing, Sobeys
- 2002–2012  
Senior Director, Marketing & Communications, Metro Ontario (A&P Canada)

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## PROFESSIONAL ACHIEVEMENTS

### IdeaStove

#### 2018–present

Co-housing protocol for real estate agents, brand consulting for non-profit organizations and sustainable food companies.

### Sobeys

#### 2013–2018

Led a brand marketing and design team of 20+ and all brand marketing initiatives across company; including banner marketing product marketing.

- Developed and led new Sobeys brand platform “Better Food for All” and aligned to marketing, merchandising and internal communication initiatives
- Led spokesperson contract and negotiation with Jamie Oliver, developed marketing and communication plan and “Jamie Oliver Discovers Canada” brand
- Developed and launched Better Food Fund, to focus corporate giving on food access, nutrition and cooking skills. Developed cooking skills program “Home Cook Heroes” with Free the Children
- Led award-winning multi-faceted campaign to celebrate Sobeys 110th anniversary during the sesquicentennial; recognized by Leger research as most relevant grocer during Canada’s 150 celebrations
- Developed new store design and brand launch campaign for Chalo: Canada’s first national supermarket dedicated to South Asian customers

### Metro Ontario (A&P Canada)

#### 2002–2012

Led a team of 15+, responsible for development of annual marketing plan, budget, and senior leader on Ontario management team:

- Successfully re-branded 150+ legacy stores under 5 banners (A&P, Dominion, The Barn, Ultra and Loeb) to the Metro banner. Included validation of branding through research, agency relationship, plan and budget for media including new store communication elements, multi-media marketing plan including launch of Air Miles in Ottawa.
- Led re-branding task force across business disciplines including finance, merchandising, operations, and human resources and directed activity in 157 stores for 14 months.
- Developed and executed weekly plans and budgets for multi-media marketing activity including flyer printing and distribution, mass media, PR local marketing, sponsorships and community investment, loyalty program (Air Miles) integration, internal communication and crisis management.
- Launched Metro Green Apple School Program: a community investment program to support school environmental initiatives
- Developed award-winning television campaign, bringing associated brand awareness to over 90%.

- Increased fresh department sales via industry first Fresh or Free guarantee.
- Launched community investment program: Growing Great Kids to support children’s health charities.