

**NATIONAL PUBLIC RELATIONS ANNOUNCES NEW LEADERSHIP FOR VANCOUVER OFFICE, APPOINTS PAUL WELSH AS MANAGING PARTNER**

**VANCOUVER, BC October 12, 2017**—NATIONAL Public Relations is pleased to announce the appointment of Paul Welsh as managing partner of its Vancouver office. Also joining the Vancouver leadership team is Glen Edwards as senior vice-president, Client Strategy. NATIONAL Public Relations is Canada's largest and most successful strategic communications firm with offices across the country and in select global markets.

Welsh was recruited following Zdenka Buric's decision to retire as managing partner of the Vancouver office.

From 1995 to 2007, Welsh was the co-architect of the success of Vancouver-based Karyo Communications, growing it from a boutique agency to Western Canada's largest full-service holistic marketing and communications firm. Following Karyo's acquisition by Edelman in 2007, he guided the agency's further expansion through significant work leading up to and during the 2010 Winter Olympics, ongoing business development and organic growth across Canada, and the launch of a Calgary office. From 2013-2016, he served as chief commercial officer for Edelman Canada, identifying emerging opportunities, mergers and acquisitions, and introducing new lines of business, including the opening of Edelman's first Ottawa office.

"I believe we are first and foremost in the client service business and NATIONAL shares that point of view," Welsh says. "I very much look forward to driving growth at NATIONAL by putting the client first and through an integrated communications offering with digital at the core. NATIONAL is the firm British Columbia's business leaders turn to for bold thinking and sound advice and I look forward to being part of it."

Glen Edwards joins NATIONAL bringing two decades of strategic communications, media relations, branding and creative solutions to the Vancouver team. Edwards also has extensive financial communications experience in the natural resources sector for companies including Fronteer Gold, Aurora Energy Resources, Pilot Gold (now Liberty Gold) and Blue Gold (later renamed True Gold). A journalist by training, he has recently served as contributing senior editor and feature writer for *Business in Vancouver*.

"Paul's energy and entrepreneurial drive have allowed him to deepen and strengthen service offerings and client relationships in every business he has founded or led," says Jean-Pierre Vasseur, president and CEO of RES PUBLICA Consulting Group, parent company to NATIONAL. "Paul and Glen's appointments not only ensure NATIONAL continues its strong corporate communications and public affairs offering to clients, but strengthens our ability to be our clients' trusted source for services including brand development, marketing and content development across all channels."

As managing partner, Paul Welsh will work closely with senior leaders Michael Goehring, named partner in 2016, and Michelle Ward, vice-president, to accelerate and expand NATIONAL's growth as BC's leading integrated and data-driven communications and public affairs firm.

Welsh and Edwards will officially start at NATIONAL on October 16.

## ABOUT NATIONAL PUBLIC RELATIONS

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and actions. For 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow.

NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. The NATIONAL network also includes [NATIONAL Equicom](#), the industry's foremost investor relations and financial services communications practice; healthcare specialists [AXON Communications](#), with offices in New York, Toronto, London and Copenhagen; [Madano](#), a strategic communications consultancy based in London; and [SHIFT Communications](#), an integrated communications agency with offices in Boston, San Francisco, New York and Austin. NATIONAL Public Relations is part of [RES PUBLICA Consulting Group](#), and is affiliated internationally with public relations firm [Burson-Marsteller](#), a [WPP](#) company. For more information about NATIONAL, please visit our [website](#) or you can follow us on [Twitter](#).

**Photo caption:** NATIONAL Public Relations' Vancouver senior leadership team, from left: Michelle Ward, Vice-President; Michael Goehring, Partner; Paul Welsh, Managing Partner; Glen Edwards, Senior Vice-President, Client Strategy (Photo credit: Jeff Vinnick)

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