

PUBLIC APPOINTMENTS SECRETARIAT

Appointments Information Form for Submission to the Standing Committee on Government Agencies

Board Name: Ontario Tourism Marketing Partnership Corporation (Destination Ontario)

Position: Member (Part-Time)

Part-time/Full-time: Part-Time

Candidate Name: Dennis Matthews

Candidate Information: Attached

Responsibilities of the Agency, Board, or Commission:

Destination Ontario markets Ontario as a travel destination; undertakes joint marketing initiatives with the tourism industry; supports and assists the marketing efforts of the tourism industry; and in co-operation with the tourism industry, the Government of Ontario, other governments and other agencies of governments, promotes Ontario as a travel destination.

Public Appointment Application

Applicant

Dennis Matthews

Position

Member (Part-Time)

Ontario Tourism Marketing Partnership Corporation (Destination Ontario)
Heritage, Sport, Tourism and Culture Industries

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Application Notes/Comment/Additional Data

Language(s)

English Proficient

Education

Institution	Credentials	Year
Carleton University	Bachelor of Public Affairs and Policy Management	2006

Employment

Employer	Position/Title	Dates	Responsibilities
Enterprise Canada	Vice President, MARKETING AND COMMUNICATIONS	08/01/2017 to present	As Vice President of Marketing and Communications, Dennis leads marketing, digital and communication files at Enterprise Canada for clients across the country.
Office of the Leader of the Opposition	DIRECTOR OF STRATEGIC COMMUNICATIONS	01/01/2016 to 07/01/2017	Served as a member of the management team that successfully organized the transition from Government to Opposition for the Hon. Rona Ambrose. Responsibilities included: • Managed a twelve member group that coordinated the planning and strategic communications functions of the office. • Executed a heavy push to modernize and revitalize communications processes and outcomes to bring them to a higher standard — integrating video, infographics, new platforms, Facebook and Instagram Lives into routine operations. • Responsible for the preparation of the Leader's national and international tour schedule including calendar development, logistics and event execution. • Directed the team that ensured adequate outreach with industry associations, key corporate contacts, political groups and grassroots advocacy organizations. • Ensured press releases, speeches and statements were produced in a timely and professional fashion.

Employer	Position/Title	Dates	Responsibilities
Sun Media / Quebecor	GENERAL MANAGER AND MARKETING DIRECTOR	07/01/2010 to 02/15/2015	An original member of the management team that guided the start-up phase for the cable news channel Sun News Network. Ultimately serving as the deputy lead at Sun News where responsibilities included overall management of the news network's Toronto office and the nearly one hundred employees who supported core network operations on an ongoing basis — with a strong day-to-day focus on marketing, communications, on-air graphics and online promotion. Responsibilities also included compliance with the government regulatory regime and broadcast licence acquisition and modification. Management responsibilities included: • Budgetary Oversight • Human Resources • Marketing, Sales and Promotions • Corporate Communications
Office of the Prime Minister	STAFF DIRECTOR AND MANAGER OF ADVERTISING	02/06/2006 to 07/01/2010	As an original member of the Harper PMO, served in various roles over a four year period ultimately serving as Staff Director and Manager of Advertising reporting to the Chief of Staff. These responsibilities included brand design, research, and marketing implementation of Canada's Economic Action Plan — the successful positioning of Federal Budgets 2008, 2009 and 2010 as a response to the global economic recession. This period included serving as a core member of the Conservative Party 2008 election campaign team and leading the assembly of a six agency virtual consortium that executed all campaign advertising.

Community

None specified.

Associations

None specified.

Matching Preferences

Compensation

- Either

Time Commitment

- Weekly meetings
- Biweekly meetings
- Monthly meeting
- Bi-monthly meeting
- Quarterly meeting
- Meet as required
- 20 to 40 days per year

Locations

None specified

Interests

- Consumer Services and Protection
- Culture and Community
- Economy and Growth

Functions

- Ensuring the agency works in the public interest
- Providing advice to the government
- Providing strategic direction