

A LITTLE MORE ABOUT

SUSAN de STEIN, MBA, ABC

Susan de Stein is a Realtor® with Pemberton-Holmes Real Estate on Salt Spring Island. Her watchwords are *Service, Trust, Hard work*.

On Salt Spring, she sits on the board of the Salt Spring Island Public Library Association and is a volunteer with the Salt Spring Conservancy.

In a career that began in the mid 1970s, she has been a journalist, a corporate media spokesperson, a business executive, PR agency president, entrepreneur, consultant and advisor. She brings to the real estate profession all of the various skills and knowledge from over 30 years in the workforce.

With an MBA and the Canadian Securities Course, she has managed multi-million dollar bottom lines, held executive positions in large and small organizations, and has a proven track record in media, marketing, investor and public relations.

After spending 20+ years of her career in Toronto working at Shell Canada and TD Bank, she has called British Columbia (both Vancouver and Salt Spring Island) home for the past 14 years.

After graduating from Queen's University (where she was the Editor of the student newspaper), Susan's career began in print journalism in Ontario. She became the managing editor of three community newspapers at the age of 21, before moving to Canada's largest weekly newspaper.

Her corporate career began at Shell Canada in 1978, where she worked in marketing communications and consumer relations.

In 1983, she joined Toronto Dominion Bank in a senior public affairs capacity in the Toronto head office. For her first seven years at TD, she acted as the Bank's primary public spokesperson and public affairs strategist, responsible for communicating the Bank's view in all print and broadcast media. She also managed TD's investor publications and provided support and advice on sensitive public situations to various internal business units and subsidiaries.

She then moved through a succession of four executive assignments, heading up the retail financial services, real estate, and marketing function for 60 branches in Toronto. Later as a VP, she was responsible for retail treasury products, then the Bank's Visa cardholder business, and in her final assignment with TD, its direct marketing unit.

In 1996, she moved to Vancouver as Director of Market Information Services at the Vancouver Stock Exchange. She joined Verus Group Public Relations in 1998 as Vice President and became President of the agency in 2000. She founded her consulting firm DDSM Partners in 2001. She was an active leader in her professional association, serving as President of the Toronto chapter of IABC (the International Association of Business Communicators) and sat at various times, on both the Canadian and international executive boards.