Rob Moore

Partner

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Rob has over 20 years of experience in politics, corporate communications, public affairs and business strategy, a career that has included leadership roles in both the private and public sector. Rob brings this unique perspective from both the commercial and political worlds to build on Crestview's successful government relations practice.

Rob joins Crestview after recently managing the largest division of a multi-national public relations agency. As an independent consultant Rob has provided corporate reputation, issues management and public affairs advice to clients in numerous and varied industries and markets. He has been the lead executive with responsibility for brand reputation, strategic planning, investor relations and regulatory affairs for some of Canada's largest companies including Hudson's Bay Company, Loblaws, and the Ontario Lottery and Gaming Corporation.

And prior to these corporate officer roles, Rob was the Director of Public Affairs, Canada, Edelman Public Relations Worldwide; Director of Communications and Press Secretary for the Mayor of the City of Toronto; Principal at the communications firm, Perkins Moore Associates; and a senior political aide to a Federal Member of Parliament.

Rob has been a leader in the global corporate social responsibility and sustainability community. Serving on the Board of Directors of Canadian Business for Social Responsibility since 2005. Including acting as Interim President & CEO and now is the Board Chair.

Rob serves as an advisory Board, Committee Member and Board Director to numerous community and not-for-profit organizations including Canadian Business for Social Responsibility; Canadian Journalism Foundation; Community Living Ontario; Evergreen Foundation; and the YMCA of Greater Toronto.