

GORDON

STRATEGY

Karen Gordon, Principal.

Karen Gordon is a communications strategist with over two decades' experience answering the bell for leading law firms and their corporate clients, employers of all stripes, emergency services organizations and sports leagues and clubs. She provides deep, strategically targeted expertise in practice areas encompassing corporate litigation, employment and labour relations, and crisis and incident management. Widely recognized for her communications knowledge, she appears regularly on radio and television as an expert commentator.

Since founding Gordon Strategy in 2002 (then Squeaky Wheel Communications), Karen has developed an extensive body of work punctuated by numerous high-stakes, high-profile, strategically complex engagements. She has advised clients on case-specific legal communications, corporate communications, media relations and crisis management. Prior to Gordon Strategy, Karen cut her teeth in communications working in politics, business and government.

Karen has a strong record of volunteer work. She is on the board of the Regent Park Community Health Centre and is a member of the Marketing and Communications Committee of the Greater Toronto Hockey League. For three years, she served as the Inaugural Chair of the Scarborough Hospital Community Advisory Council and chaired the Parent Council at Centennial Road Junior Public School in Scarborough.

