

# 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 employment and labour relations, litigation, and crisis and incident management. Widely recognized for her communications knowledge, Karen is a regular expert commentator on both radio and television.

Since founding Gordon Strategy in 2002 (originally Squeaky Wheel Communications), Karen has developed an extensive body of work punctuated by numerous high-stakes, high-profile, and strategically complex engagements.

Karen is a member of the board of the Ontario Lottery and Gaming Corporation and the president of Ken Gordon Holdings, an Ottawa-based family office focusing on real estate development and investment. Prior to starting Gordon Strategy, Karen cut her teeth in communications working in politics, business, and government.

Karen also has a strong record of volunteer work. She is chair of the board of Trafalgar Castle School and a long-time volunteer with the Greater Toronto Hockey League. She also served as the inaugural chair of the Scarborough Hospital Community Advisory Council for three years, and was a member of the board of the Regent Park Community Health Centre.