

Canada's Productivity Initiative

Investment, Economic Growth &
Long-Term Prosperity



School of
Public Policy



Deanne Carson

**Vice President, Corporate Communications, Government
and External Affairs**

As Vice President, Corporate Communications, Government and External Affairs, Deanne Carson is responsible for stakeholder engagement, media relations, crisis communications, reputation management and internal communications.

She brings more than 20 years of experience in strategic planning, marketing, communications and external relations for provincial, national and international organizations. Deanne has held several executive leadership roles, including Director of Marketing at TransAlta, Vice President Marketing and External Relations at the Calgary Stampede and Vice President of Marketing and Communications for the Manitoba Liquor and Lotteries Corporation.

Deanne has a Bachelor of Communications from Simon Fraser University and a Master of Business Administration with a specialization in Public Relations from Royal Roads University. She has previously held board positions on the Alberta Chamber Resources Board and the Alberta Water Council.



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