

READY TO BEGIN
MAKING WAVES
IN YOUR PR CAREER?

APRIL 22-24

Western District Conference
www.westerndistrictconference.com

Chris Johnson
Owner
dna13

Chris started dna13 in 2001 after realizing that there needed to be a more effective way to manage corporate communications issues within global enterprises. Working closely with several of Canada's leading financial institutions, Chris founded dna13 designing an application to help his colleagues have greater control over their campaign execution, issues management, media monitoring and measurement processes. Having since worked extensively with Fortune 1000 companies and identifying the best practices of the corporate communications spectrum, Chris continues to play an integral role in the strategic direction of dna13 and its software offerings.

As a 20-year corporate communications veteran, including within corporate strategy and communications for Bell Canada, Chris is a regular speaker on topics related to the new PR revolution, measurement and best practices for corporate communications and reputation management. Chris is an active member of The Reputation Institute, the Public Relations Society of America (PRSA), International Association of Business Communicators (IABC), Canadian Marketing Association (CMA) and American Marketing Association (AMA).

Chris has a Bachelor of Arts Degree in Mass Communications from Carleton University's School of Journalism.