

# **Andrea Reed**

**Executive Director, Strategy at Canadian Partnership Against Cancer**

Toronto, ON, CA

Working with partners to identify and prioritize program and policy work to achieve the goals of the Canadian Strategy for Cancer Control

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## **Biography**

Andrea Reed is Executive Director, Strategy at the Canadian Partnership Against Cancer (the Partnership). She is responsible for leading the Partnership's strategic and operational planning, performance measurement, and reporting requirements to Health Canada.

Andrea's role at the Partnership includes strategy development, implementation, and evaluation for current and future mandates. She is currently responsible for overseeing an effective transition to the Partnership's third mandate (2017-2022). This includes developing the 2017-22 strategic and business plans and reporting on progress to date of the Canadian Strategy for Cancer Control.

Andrea is heavily involved in leading stakeholder engagement for the Partnership. This includes engaging key partners at provincial and territorial cancer agencies to maximize delivery of current mandate work, and to minimize delays in beginning the next mandate. She is accountable for driving collaboration across internal divisions and portfolios as well as for partner and stakeholder engagement strategy related to the close-out of existing work and initiation of next mandate work. Following the completion of the Partnership's second mandate, Andrea will oversee the reporting of outcomes and impact to funders, partners and other stakeholders.

Andrea has over 20 years of experience in communications, stakeholder relations and business planning and development, in the public and private sectors, with a focus on health organizations. Previous roles include: Vice President, Health at Hill & Knowlton Canada, where she is credited with helping to build its health practice into one of the leading practices in Canada; and Director, Campaign Communications at the Hospital for Sick Children (SickKids). Andrea has also been a consultant to top-tier pharmaceutical, biotechnology and other health sector clients. She holds a Master of Arts in Sociology from York University and a Bachelor of Arts in Psychology and English from the University of Toronto.

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## **Areas of Expertise**

Strategy and Performance Measurement, Pan-Canadian Cancer Control, Partner Engagement, Strategic Communications, Crisis Communication and Issues Management, Communications Planning

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## **Education**

**York University**

MA Sociology

**University of Toronto**

BA English & Psychology

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