

# **Brent Closs**

**Director, B2B Marketing, Insurance at CAA South Central Ontario**

Thornhill, ON, CA

Marketing professional focused on growing CAA Club Group's B2B insurance proposition both for Orion and CAA Insurance.

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## **Biography**

Brent is a marketing communications professional whose career is built upon hard work, practical thinking and... most importantly, an education in the Fine Arts. Successful marketing, like successful art, influences the audience to behave in the the way you intend.

Brent has led several large-scale rebranding projects, dozens of product and service launch initiatives, technology integrations, and a wide variety of other marketing programs.

This is what Brent's really good at:

- Guiding companies through transformational change, especially building and reinventing brands
- Making complex topics simple to understand
- Building high performing teams that drive B2B marketing success while still keeping the end-user at the heart of all strategy
- Driving content marketing and consumer education programs

Brent started in marketing as a graphic designer so he knows how to build a brand from the outside in, starting with the customer.

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## **Industry Expertise**

Advertising/Marketing, Insurance, Graphic Design

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## **Areas of Expertise**

Marketing & Branding, Insurance, Strategy

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## **Education**

**University of Regina**

MFA New Media (Photography and Digital Media)

**Brock University**

B.Hons. Visual Arts

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## **Accomplishments**

**Star Performer, RSA Insurance**

Awarded quarterly Performance award. Selected nationally based on nominations received for co-workers.

**ITIJ Marketing Campaign of the Year, International Travel Insurance Journal**

International trade publication award recognizing the best advertising campaigns over the past year. It is decided upon each year by an external public relations/marketing organization.

**ITIJ Travel Insurer of the Year, International Travel Insurance Journal**

The International Travel & Health Insurance Journal (ITIJ) Awards recognize innovation, achievement and quality of service, and are a chance for those working in this global marketplace to reward the partners and providers who they feel deserve special recognition for their efforts over the past year. These awards have been given out every year since 2002. The awards are judged by an independent panel of experts.

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