

ALLYSON SIMPSON
BCOMM, MBA
Lead, Strategy and Corporate
Communications



Allyson is the corporate communications and strategy lead for Creative Coaching. With over 10 years of corporate communications experience, reputation management, strategy development and capability building, she is an emerging leader in the field of executive and leadership development.

In her role as corporate communications and strategy lead she supports the company's brand development, manages team and client communications and collaborates to help coaches deliver their best results. In addition, she also helps design and implement strategies that manage the company's profile, enhance client engagement and deliver on the company's growth strategies.

Allyson has held previous roles in a variety of industries including: hospitality, oil and gas, and not-for-profit which all contribute to providing a unique and creative outlook to her work.

Allyson has a Masters in Business Administration (MBA) from the Smith School of Business at Queen's University, a certificate in Social Responsibility from Queen's University and a BComm from the University of Lethbridge. She also has a certificate in professional business writing from Mount Royal University.