



Brenda Sweeney, APR, FCRPS

Brenda is an accredited strategic communications practitioner with award-winning, nationally recognized experience. She is a trusted advisor for government, broader public sector and corporate clients across Canada. Brenda regularly works alongside client teams to plan, execute and evaluate multi-platform campaigns while simultaneously coaching and building their internal communications capacity.

Since joining CPRS in 2003, Brenda has benefited from many local and national mentorship and professional development opportunities including accreditation, workshops and conferences. Conscious of giving back to her profession, Brenda has volunteered as an accreditation chair, board member, accreditation grader and mentor with CPRS Hamilton. In addition, she is a member of the Scouts Canada Board of Governors where she regularly provides strategic communications advice and counsel.