



## Renu Bakshi

When it comes to managing a crisis, experience matters. Publicist Renu Bakshi is respected in business and political circles as Canada's new-world authority on crisis management, media training, and reputation recovery.

As an award-winning top-story TV journalist for two decades, Renu shaped public opinion. Now she helps clients win it with a unique approach that humanizes situations and takes the spin out of leadership, focusing instead on value and integrity. Using her head, her gut and her heart, Renu connects dots so clients – and their bottom line – come out ahead every time.

Renu is one of the few crisis specialists who understands that speed matters in a crisis. She's also one of the few that has an explicit understanding of various laws, including employment, privacy, defamation, bankruptcy, criminal, civil, and human rights.

Based in Vancouver, Renu works in major cities across North America. Her clients come from all industries and include global brands like Arc'teryx and Credit Suisse, notable executives, and law firms who have clients making headlines.

Renu is a guest columnist for *Business in Vancouver* and frequently interviewed by major media. She is also a public speaker focusing on crisis management in the court of public opinion. The *Vancouver Sun* once named Renu one of British Columbia's Most Influential People. This year, she turned 50.

### **Renu Bakshi Communications**

Media Training | Crisis Management | Public Relations

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