

Aimee Baxter provides strategic advisory to CEOs and executive management teams to address complex business and reputation challenges and opportunities. Her strengths include corporate and executive positioning, media relations, messaging/writing as well as crisis and issues management. She is passionate about working with leaders and organizations who create multi-stakeholder value and use their scale to address social and environmental issues.



Aimee has worked in global consultancies and corporate roles with industry experience in consumer products, financial services and asset management, professional services, sports, telecom/media/technology and non-profit. She has managed cross-functional projects with teams spanning more than 50 countries around the world and led CEOs' profiles and corporates' visibility on some of the world's biggest stages (e.g., World Economic Forum Davos, FIFA World Cup Russia, Fortune Global Forum, Bloomberg Global Business Forum). She combines business acumen with interpersonal connection to foster greater collaboration within teams to drive business results.

As a certified Co-Active Leadership Coach and team facilitator, she also supports executives and management teams to be more effective leaders and communicators to evoke transformational change across the organization to drive passion, purpose and performance.