



Heather Kelly

Founder and CEO, HKC Marketing

Heather Kelly is that rare marketing visionary — she's both an enthusiastic optimist and a grounded pragmatist. She's also an award-winning marketing professional with a passion for the arts and a twenty-year history of creating success for some of

Canada's most significant cultural organizations. Heather Kelly designs high-impact marketing campaigns that directly connect people with culture.

Heather is well known for her “make things happen” approach. She founded and leads the new Bloor St. Culture Corridor, which brought together 14 of Toronto's major cultural organizations to create one of the city's most vibrant and diverse arts districts. Heather also launched two critically acclaimed international arts destinations, The Ryerson Image Centre at Ryerson University, and Koerner Hall at The Royal Conservatory of Music. Both projects built on previous success stories: the launch of the National Film Board's Mediatheque, the unique cultural-retail hybrid, Musideum, and the re-imagined Ontario Crafts Council's Guild Shop. The focus and dedication that made it possible for Heather to realize projects of this scope are the same qualities that have compelled many other organizations to seek out her skillful guidance.

Clients who have benefited from Heather's dedicated approach include the Aga Khan Museum, Images Festival, Grant MacEwan University, the Canadian Aboriginal Festival and Music Awards, the Goethe-Institut Toronto, the Small World Music Festival and South Asian Heritage Month, among many others. Some of Heather's earliest success stories include working with Bravo TV during its inaugural year, and marketing a wide range of arts programs at Harbourfront Centre, one of Toronto's key cultural organizations.

Heather sparks imagination and innovation in others — for instance she originated “The Awesomeness Initiative” for The Royal Conservatory of Music, empowering front line staff to craft “awesome” audience member experiences.

As a speaker at industry events, a teacher of marketing and promotion, and a facilitator of workshops, Heather is recognized for her ability to inspire and lead others to achieve their goals. She has been acknowledged with multiple marketing awards from organizations including the International Festivals and Events Association, Festivals & Events Ontario and Alberta Tourism. Most recently, Heather was chosen by the Toronto Arts Council to be a 2015 Cultural Leaders Lab Fellow.

Heather Kelly has studied marketing, arts and cultural management, promotional management, and organizational leadership. She lives, writes poetry and rides a motorcycle in Toronto. You can follow her on Twitter at [@heather_kelly](https://twitter.com/heather_kelly).