STUART BRUCE HICKOX

Hartsville, Prince Edward Island
(613) 552-7362 | stuart.hickox@gmail.com | www.linkedin.com/in/stuarthickox

PROFILE

Communications and marketing specialist with 20+ years of experience translating complex issues into clear, engaging content for policymakers, media, and public audiences.

Proven track record in advocacy, stakeholder engagement, and sustainability-focused initiatives, with extensive experience writing, editing, and shaping communications across national organizations.

CORE COMPETENCIES

- Communications & policy synthesis
- Creative marketing and strategic stakeholder engagement
- Government relations & advocacy
- Grassroots community mobilization and volunteer management
- Corporate partnership development
- Financial oversight & program management

PROFESSIONAL EXPERIENCE

Owner & Principal

Stuart Hickox — Self-employed / 2021 – Present

Strategic advisor to CEOs and organizations on communications, public policy, and organizational positioning, working in complex, multi-stakeholder environments.

- Advise CEO of APM Group on marketing strategy and government relations for APM Group, PEI's largest private commercial development firm
- Supported senior leadership at Results Canada on government relations and public mobilization strategy to secure Government of Canada support for The Global Fund to End HIV/AIDS (2022)
- Provided narrative development and communications support for major cultural and media initiatives, including *Anne and Gilbert, The Musical*
- Author of *Canada's Food Island Cookbook*, a national bestseller

Founding Canada Director

The ONE Campaign, Washington / Ottawa / 2015 – 2022

Recruited to establish and lead the Canadian office of a global advocacy organization operating across nine countries.

- Built and led a distributed national team across multiple cities, overseeing strategy, operations, partnerships, and communications
- Developed and executed a bilingual, made-in-Canada advocacy strategy, positioning ONE as a leading voice in the international development sector
- Led national advocacy efforts that contributed to over $1.2B in Canadian government commitments toward global health and development
- Established and maintained relationships with senior government officials, sector leaders, and partner organizations across Canada
- Led development of speeches, policy communications, media materials, and advocacy content for national and international audiences

Founder & President

One Change Foundation, Ottawa / New Jersey / 2005 – 2014

Founded and led a bi-national NGO delivering large-scale sustainability education programs in partnership with utilities, governments, community groups, and corporations.

- Secured and managed over $26M in program funding across multiple jurisdictions
- Mobilized and led more than 15,000 volunteers to deliver programs to over four million households
- Oversaw program delivery, financial management, and reporting, ensuring accountability to funders, partners, and governing bodies
- Built cross-sector partnerships to advance community-based approaches to energy efficiency and sustainability

Founder & President

Accolade Intermedia Inc., Ottawa / 1998 – 2005

Founded and led a digital communications and content consultancy serving public sector and national NGO clients.

- Provided strategic communications and content-focused digital publishing services to government departments and NGOs including the Department of Canadian Heritage, Library of Parliament, Department of Foreign Affairs and International Trade, and Forum for Young Canadians
- Built and managed a team delivering high-quality communications and digital products

BOARD & COMMUNITY LEADERSHIP

President, Board of Directors

Victoria Playhouse (2023 – Present)

- Leading governance renewal, updates to policies, procedures, and organizational oversight
- Supporting board effectiveness and alignment between governance and operations

Member, Initiation of Care and Treatment Advisory Committee

Health PEI (2022 – Present)

- Contributing to multi-departmental health system planning and advisory work

SELECTED ACHIEVEMENTS & RECOGNITION

- Wrote speeches, media briefs, and briefing materials for Bono (U2), including organizing 1:1 meetings with Federal party leaders (2015) and Parliament Hill speech (Canada Day, 2017)
- *Canada's Food Island Cookbook* (Figure 1 Publishing) — A national bestseller
- Canadian Environmental Award (2007) — Leadership in sustainability marketing
- Energy Star Awards (Canada & U.S.) for community-based energy efficiency programs
- Published internationally, including *Reader's Digest* (republished in 13 languages), *Globe and Mail*, *Toronto Star, Maclean's, The Guardian, The Hill Times,* CBC Radio

EDUCATION

Banff Centre for Arts and Creativity — Publishing Management
Université canadienne en France, Nice — History / Social Sciences
Carleton University — B.A., History and Political Science

LANGUAGES

English (Fluent)
French (Professional working proficiency)