



# Kristen Lipscombe

## First Line Communications

Leading with integrity.



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**Kristen Lipscombe, Principal First Line Communications**, is a seasoned communications leader and strategist with more than 20 years of experience working in multimedia and public affairs, and over 15 years working in high-stakes environments, including governments, arms-length government institutions, national non-profits and large-scale events. Kristen's high-quality services and skills include media relations, media training, crisis and issues management, corporate communications, thorough and thoughtful internal and external responses, organizational and cross-institutional relationship-building, public speaking at press conferences and panels, and effective strategic communications materials with creativity and human impact. Her expertise lies in delivering disciplined, top-line messaging across international, national, and provincial mandates, making her a trusted advisor to executives, boards, governments, and leaders.

### Clients, roles, and experiences:

- **IWK Health (IWK):** Led executive communications advisory within a regional women's and children's health centre.
- **Government of Canada – Mass Casualty Commission:** Helped lead communications strategy for a highly publicized public inquiry, coordinating with multiple stakeholders, including national media.
- **Government of Nova Scotia:** Led COVID-19 and public health communications during the province's emergency response through the global pandemic.
- **Kingston Health Sciences Centre (KHSC):** Directed COVID-19 communications and media relations for regional health authority in Ontario.
- **Nova Scotia Health (NSH):** Managed media relations for complex issues in the province's largest organization.
- **Hockey Canada and International Ice Hockey Federation (IIHF):** Managed media operations and communications strategy for major national and international events, including the Olympics, leading multiple teams.
- **The Canadian Press, The Chronicle Herald, Metro Canada, etc.:** Award-winning journalist and multimedia expert.

### Capabilities, skills, and talents:

- Exceptional storytelling and knack for getting at the “heart” of a message, issue, or any form of communication.
- Crises, issues, and reputation strategy management.
- Executive and board advisory expertise.
- Media relations, training, education, preparation, event planning, and public speaking.
- Government, policy, corporate, and strategic communications.
- Major event planning, including press conferences and media operations for national and international events.
- Navigating high-scrutiny environments, including major public inquiries and sensitive provincial and national issues.
- Facilitating institutional transformation and change management within institutions and governments.
- Engaging stakeholders and internal teams across departments, leadership, executives, and boards.
- Building trusted collaborative relationships internally and externally, including government and business partners.
- Striving for excellence in every task, deliverable, milestone, project, event, and accomplishment.
- Team-oriented, values-driven, goal-focused, and believe in people working together towards the same mission.

**Words matter. At First Line Communications, we know the first line is pivotal, on the page, in the story, and in life. Our first line always leads with integrity. Make the right first impression with your message. Learn more at [firstlinecommunications.com](http://firstlinecommunications.com). Reach out at [kristen@firstlinecommunications.com](mailto:kristen@firstlinecommunications.com).**

