



Tara L. Bingham

LOBBYIST

EXECUTIVE PROFILE

Respected leader and collaborator with acclaimed ability to cultivate long-standing networks

Strategic, articulate and insightful in analysis, communications and project management

Passionate and creative influencer, adept at advancing concepts into successful campaigns

Energized by the challenge of developing advocacy strategies to address commercial priorities

Proven problem-solver applying innovative strategies to shift public policy

Strong consensus-building abilities in the development and implementation of initiatives

CONTACT DETAILS

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GOVERNMENT AFFAIRS EXPERIENCE

AstraZeneca Canada Inc.
Senior Manager, Federal Government Affairs

June 2005 - January 2014
March 2015 - November 2020

Led the development and execution of strategic advocacy plans that delivered measurable results, utilizing a comprehensive understanding of the inter relations between the political and bureaucratic levels of government, including effective management to align efforts and outcomes of internal teams and external stakeholders.

Acted as senior counsel to local and global corporate leadership teams, providing strategic analysis and impact assessments to multiple internal clients for federal, provincial, and pan-Canadian government public policy initiatives, including recent successful COVID-19 vaccine procurement.

Designed and delivered all external federal affairs communications materials including opinion editorials, advertising, press releases and oral presentations along with internal briefing notes.

Represented and promoted corporate interests through various leadership roles at trade associations, ensuring appropriate prioritization of issues in strategic planning and coordinated external communications to government and stakeholders.

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PARLIAMENTARY EXPERIENCE

Office of Belinda Stronach, MP
Executive Assistant

July 2004 - June 2005

Office of Grant McNally, MP
Parliamentary Assistant

July 1999 - June 2004

Office of the Leader of the Opposition
Researcher

July 1997 - July 1999

Coordinated and implemented national media strategy for high-profile Member of Parliament.

Advised Leaders of the Official Opposition regarding policy recommendations, parliamentary strategy, and proposed solutions to political obstacles to achieve effective communication of priorities, including role as Project Manager for eleven simultaneous task forces.

Developed and produced various parliamentary communications pieces including speeches, talking points, press releases, and internal communications.

Planned and implemented daily Question Period strategy by adhering to strict deadlines while maintaining flexibility to creatively manage unforeseen developments.

Built long-standing collaborative partnerships across political parties to ensure coordinated, comprehensive rollout of policy positions in support of strategic advocacy plans.

Hospira Healthcare Corporation
Director, Government Affairs

January 2014 - March 2015

Effectively designed and implemented government affairs and market access plans for first biosimilar monoclonal antibody (mAb) launched in Canada, including stakeholder mapping and meetings with provincial payers.

Established broadened public relations priorities as member of the executive leadership team expanding stakeholder and government relationships beyond the regulator.

Applied long-term customer insight to develop and maintain positive and results-driven relationships with elected and non-elected government officials and stakeholders.

VOLUNTEER EXPERIENCE

Research Canada: An Alliance for Health
Discovery

2016 - Present

Member of the Board of Directors

EDUCATION

The University of Western Ontario

Honors Anthropology (Linguistics Specialization),
Bachelor of Arts, 1997

Supplemented with electives in Writing, Journalism, Statistics, and Political Science.