



**Laura Hayter,**  
*Founder and President*

Laura has worked in marketing, communications and management since 1985. In 1994, she founded hmci to pursue what she enjoys each day – helping people reach their marketing, communications and organizational goals. She does this by: analyzing complex situations; determining practical solutions; identifying creative programming options; leading teams; implementing integrated strategies; and, developing and delivering training. Her success is attributed to business acumen, vision, interest in people, strategic and tactical expertise developed over the years of completing challenging projects. Her approach is based on systematically cataloguing successes from projects completed for a broad range of program, product and service categories.

She leverages what she has discovered from conducting more than 6,000 in-depth interviews, facilitated sessions and focus groups with stakeholders (including: clients, influencers, employees and media contacts); and, offering over 200 training sessions. She has completed consulting projects and training sessions for people from over 20 federal government agencies and departments, 20 companies and 10 not-for-profits including: Bell Canada, Canadian Institutes of Health Research, Canadian Space Agency, Canadian Government Publishing, Industry Canada, Health Canada, CORCAN Industries, International Society of Performance Improvement, International Association of Facilitators, Lansdowne Technologies, National Defence, Ottawa Centre for Research and Innovation, Public Works and Government Services Canada, Social Sciences and Humanities Research Council of Canada and, Treasury Board of Canada Secretariat.

Laura has been active in professional and community organizations. She has served on committees and boards of the: American Marketing Association; International Association of Business Communicators; Youth Enterprise Centre; and, Ottawa Humane Society. Laura has connected academic theory to real world techniques and issues by setting the curriculum and teaching twelve University courses including: Communication Skills Training, Interpersonal Communication, Negotiation and Mediation, Organizational Communication Consulting, Advertising Techniques and Public Relations.