

BURSON-MARSTELLER

Peter Walford
President and Chief Executive Officer
Burson-Marsteller Canada

Peter Walford offers a unique combination and depth of experience in cross-cultural communications and international public relations in the corporate, industrial and consumer marketing sectors. He has lived more than 25 years outside of his native Great Britain in Europe, Asia, Africa, Australasia and North America.

Mr. Walford joined Burson-Marsteller in Geneva, Switzerland in 1966, directing programs throughout Continental and Eastern Europe before transferring to Tokyo as general manager, Japan.

During his five years in Japan he developed and executed communications programs for European and American companies marketing products and services in Japan as well as counseling Japanese multi-nationals on international export marketing.

Mr. Walford moved to Australia as general manager, Sydney, in 1980 and was subsequently promoted to regional director for the company's Pacific operations, covering Australia and New Zealand. He took up his present position in Canada in January 1987.

His specific accomplishments run the gamut from promoting U.S. tourism and Swiss watches in Japan and Belgian-cut diamonds in Asia; marketing computers and electronic equipment in a dozen countries, directing worldwide marketing programs for aerospace and defence suppliers; managing the first two-way live satellite link between Canada and Australia, promoting Australia's Expo '88 to conducting crisis communications for an airline crash.

He is a Fellow of the Institute of Linguists and works in French, Italian, German and Spanish.