



DIANNA CARR Chief Creative Officer, Resonance Consultancy Ltd.

Dianna Carr was trained as a journalist and has created new publications, led teams to reinvigorate others and brought a keen curiosity and singular prose style to her work in virtually every medium in the past two decades.



A former editor-in-chief of the Montreal city magazine, Dianna guided content, wrote feature articles regularly and directed a staff of writers. Her knowledge of and passion for the city landed her at CBC radio – where she worked a columnist, writing and performing weekly scripts on a wide range of cultural subjects – and at CTV national television, where she participated in a weekly pop culture panel. She founded MTL, a provocative bilingual Montreal lifestyle magazine for which she assumed editorial duties and wrote feature articles on subjects ranging from homelessness to ballroom dancing.

Over a decade in advertising, she wrote print, radio and television campaigns for art museums, cars, financial institutions and many other clients, eventually working as creative director for a multinational agency. As the creative director guiding the visioning and positioning of all projects at Ryan & Deslauriers Communications between 1994 and 2000, she helped articulate the meaning, appeals and positioning of dozens of lifestyle-oriented projects and campaigns. Most recently, as creative director at Envisioning & Storytelling in Vancouver, B.C., she led a team in preparing visioning workshops and executing deliverables such as visioning “storylines,” films, websites and collateral. Over the years, her clients have ranged from Volkswagen to the Canada Line, from international five-star resorts to the YMCA.

As a founding partner at Resonance Consultancy, she has written detailed strategic narratives for companies – stories that help them articulate and embrace their purpose, and vividly imagine their future.

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