



## Peter Zvanitajs

Senior Communications Advisor

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Toronto

### EDUCATION

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Carleton University, BA, 1995, with High Honours

Wilfrid Laurier University, MA, 1997, with Distinction

Pete Zvanitajs is a strategic corporate communications advisor and high value content creator. He works with Bennett Jones' leaders, lawyers and advisors to promote the firm's business strategy with a sharp client focus.

Pete has a deep understanding of how legal and business trends and economic forces impact the firm's clients and their industries. He uses this knowledge to create opportunities to position Bennett Jones and its innovative thinking to complex issues. Pete extracts the essence of complicated concepts to produce concise key messaging and stellar content in written, visual and spoken formats. He truly understands what makes a story and how to tell it.

Using his superb writing skills, Pete creates thought leadership pieces, signature outlooks and updates, feature columns, website content, client material and more. He advises on the key messaging and flow of high-level presentations, podcasts and videos.

With 25 years of experience as a corporate communications professional, Pete has a tremendous ability to build trust and relationships. He earns prominent media coverage for Bennett Jones' lawyers and the firm and develops sound relationships with reporters. He provides media and communications coaching.

Pete thinks differently, practically, about what's next and what it means for Bennett Jones and its clients.