

MEMBER PROFILE



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A member of Venture 17, Robert Reddekopp is a respected leader in global brand development, marketing and communications. Uniquely experienced in both business to business and business to consumer strategies, Robert is committed to delivering strategic solutions that bring creative ideas to life. He is backed by more than 20 years of direct client, agency and consulting experience, developing a diverse portfolio of award-winning brands and campaigns for a diverse group of organizations.

Robert began his career as an Account Coordinator for MaLaren McCann in 1996, working on the General Motors Account. In 1997, Robert joined Hendrick & Associates as an Account Manager and later, Account Director, representing such clients as Tim Hortons, Acura, CN Rail, Macleod Dixon and Canadian North Airlines. Parlaying that experience, Robert was recruited by MNP LLP in 2005 to assist in developing and evolving the firm's brand throughout Canada. As Senior Director of Creative Services, Robert successfully built a full service, multi-award winning in-house creative department that included design, writing, video production, digital and proposal development. In 2018, Robert joined INNOVA to focus his efforts on establishing an international brand and creating results-driven programs to further establish INNOVA and its Group of Companies as global leaders. As Director, Global Marketing and Communications, Robert was responsible for forging a collaborative culture that effectively positioned INNOVA's diverse product lines and services.

To further assist industry contacts, Robert formed RReDD in 2006 and acted as a consultant to help independent businesses in developing effective brands, advertising and communication programs. Since establishing RReDD, Robert has worked with a diverse client base that includes Baker Hughes, CCS, SAIT, VEAP, DLC Strategic Solutions, Homes by Avi, Clear North Capital and Packers Plus to name a few.

A Singapore American School alum, Robert went on to major in Advertising / Business at St Clair in Windsor, Ontario. Since then he has further supplemented his education with the CAAP designation (Communications and Advertising Accredited Professional).

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