



ALYSON HODSON

Alyson is a partner at zag creative where she leads on the strategic direction of the company and is involved in the execution of client initiatives. With over 15 years of experience directing client accounts and strengthening both client and supplier relationships, Alyson is responsible for building new business and providing strategic direction, both internally and externally.

Throughout her career, Alyson has lead on a variety of high profile and complex local, national and international accounts including Crystal Glass Canada, Edmonton Destination Marketing Hotels, Alberta Agriculture and Rural Development, H & W Produce, Compass Leisure and Entertainment, MacEwan University, Edmonton Oilers, McCoy Corporation, Portage College Food Sciences Centre, the University of Alberta and Ronald McDonald House Northern Alberta.

Alyson's love for food and head for business are the main ingredients in her passion for the culinary industry. Having worked on marketing projects with a number of US contacts, afforded Alyson the opportunity to attend the National Restaurant Association show in Chicago. In addition, spending over a year halftime in Chicago on a consultancy contract with zag creative provided her with the tremendous opportunity to personally sample Chicago's vibrant hospitality scene.

Alyson holds a management degree in marketing from the University of Lethbridge and is involved with a number of Boards. She is dedicated to helping the City of Edmonton remain one of the best cities to live and work in to ensure that young entrepreneurs remain in the city and help it prosper.

In addition to her involvement with the Edmonton Chamber of Commerce Board, Alyson is Vice-Chair of the Board for the Downtown Business Association along with Co-chairing the Marketing Committee. She also Chairs the Marketing Committee for the Jerry Forbes Centre for Community Spirit, is a member of the Downtown Vibrancy Task Force and sits on NAIT's BBA Advisory Committee.