



ROBERT REDDEKOPP

Senior Director, Marketing & Internal Operations

With a committed focus on developing innovative programs and a rewarding culture that reflect the vision of EnergyLink International, Robert leads our global marketing initiatives and internal support through thought leadership and strategic guidance. Backed by more than 20 years of marketing and internal process development experience, Robert is responsible for forging a collaborative culture that effectively positions EnergyLink International as a leader, while ensuring a solid foundation to assist team members in connecting our valued clients to a better way.

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Robert began his career as an Account Coordinator for MacLaren 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 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 Global to focus his efforts on establishing an international brand and creating results-driven programs that further positioned INNOVA and its Group of Companies as global leaders. As part of the Management Team, Robert also worked closely with different divisions to provide support for internal programs. Transferring that skill set, Robert was recruited by EnergyLink International in 2019 to provide Marketing leadership while at the same time establishing a productive culture and solid foundation for internal processes and systems to assist all departments in operating more effectively and efficiently.

Robert majored in Advertising / Business at St Clair in Windsor, Ontario. He has since supplemented his education with the CAAP designation (Communications and Advertising Accredited Professional).



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