

Christi Cruz
Senior Manager of Community Affairs
TELUS

Christi Cruz is a Senior Manager of Community Affairs at TELUS. Her current role at TELUS is as a senior strategy specialist and a communications generalist developing provincial and national strategies, managing key relationships, directing the work of the TELUS Calgary Community Board and managing the TELUS Pink cause marketing campaign which raises funds for breast cancer charities.

For the past sixteen years, she has successfully developed award winning educational technology programs and helped TELUS to become an internationally recognized leader in social responsibility.

Christi has presented at international conferences and regularly shares her experience on marketing community investment, cause marketing and creating innovative fundraising proposals.

She taught at Mount Royal College University and has written two textbooks for curricular use in their Continuing Education Department. She earned a Masters Degree in education at the University of Western Australia, an Advanced Certificate in Corporate Citizenship from Boston College and completed her Adult Learning Teaching Certificate. She was one of two Canadian community investment professionals chosen for Boston College's inaugural Leadership Academy.