



Get to know University Councillor Daniel Tisch:



BA'88, EMBA'96. CEO of national public relations firm. Expertise in reputation management and non-profit governance. Vice Chair, Queen's Board of Trustees, 2017-date. Chair, External Relations & Development Committee of the Board, 2013-date. Lecturer, School of Business; Queen's parent (Eric, Arts'16). Past: Director, PARTEQ Innovations, MBA class reunion coordinator, Arts & Science Undergraduate Society Executive, Queen's Journal Editorial Board. Former Senior Advisor to Minister of Foreign Affairs. Governor, North York General Hospital, 2001-2011. Chair, Social Venture Partners Toronto, 2010-2013. Chair, Global Alliance for PR & Communication Management, 2011-2013. Leader, Scouts Canada, 2000-date. Fellow, Canadian Public Relations Society. Elected by the University Council to the Board of Trustees - current term to 2020. Current term on University Council to 2023.

1. Why did you select Queen's University?

I had a fortunate but tough choice between Queen's and McGill, as each offered academic excellence. Queen's, however, won me over with the closeness of its community, the astonishing range of clubs and activities, and the opportunities for student leadership.

As a shy immigrant kid, by 18 I had only just started to become more outgoing and open to new experiences. I chose a French-speaking floor in residence, and perhaps it attracted people of a similar mindset. The friends I made in the first week of each of my two Queen's degree programs remain in my life today. It's fair to say that Queen's was the first place outside my family that I ever felt a sense of acceptance and belonging.

2. Most memorable moment as a student?

A few stand out: covering the Queen's football team in the playoffs as *Queen's Journal* sports editor, and later covering national political events in Ottawa. Being chosen to serve on the ASUS executive — an incredible group of people. Taking part in Queen's Model Parliament. Helping to lead a national student campaign against the possible return of capital punishment. And, many years later, having my one-year-old son with me at my Queen's MBA graduation.

3. What is your job?

I'm CEO and majority owner of Argyle, a communications consulting firm. We started with 10 people in Toronto in 2003, and now enjoy a team of 110 across five offices in Canada and one in the U.S. Our purpose is to communicate truth and earn trust through relationships between

clients and their stakeholders, because this leads to better decisions, more reputable businesses, and a healthier, more sustainable society. It's an entrepreneurial journey driven by both the head and the heart, working with colleagues and clients who share our values.

4. What's the best career advice you've ever received?

Your customers pay the bills, but some of them will come and go over time. Your teammates, however, have you on their CV forever. Be worthy of it.

5. What's the career highlight you're most proud of?

The best moments come when we do something that has a long-term impact not just on a client's business, but on society. I'm lucky to have many such opportunities. The biggest was probably in 2009, when a colleague and I were lead crisis communications advisors on the biggest food recall in North American history. Nine people died, hundreds were seriously ill, and a billion dollars of products were recalled. Ours was one of the first international crisis communications campaigns of the social media age, focusing on driving people to information about which products were safe and which they should avoid. When it was over, we facilitated a summit in Washington that led to enduring changes in manufacturing practices and regulatory relationships. It was a privilege to be part of a program that both kept people safe *and* restored confidence in the industry — helping sales to rebound to record highs, and saving thousands of jobs.

6. How do you spend your free time?

As my Instagram feed will tell you, my great passions are travel, experiencing art, and photography. I've visited 65 countries so far and hope to get to 100. These days, my free time is spent playing board games with my family, including daily games of snooker and the occasional poker night. I also bang away — badly — on a guitar from time to time.

7. What motivated you to stand for election for University Council?

I left Queen's after my second graduation, but the university never left me. I stayed involved in coordinating MBA reunions, providing some advice to senior administrators, and doing annual guest lectures at the Smith School of Business. University Council is a very unique body among Canadian universities — a group of advisors and ambassadors who play a small but vital role in university governance. I saw it as a chance to get more deeply engaged in the Queen's of today, and to help it become a leading global university of tomorrow.

8. What are some of your most memorable milestones/accomplishments as a Councillor?

I was one of a group of passionate advocates for a smaller, more engaged, and more diverse Council. We've achieved all three goals. Highlights for me including helping to formulate the Council's Diversity & Inclusion Strategy, serving twice on the program committee, and, of

course, serving 10 years on the Board of Trustees. On the board, I was the founding chair of the External Relations and Development Committee, which provides governance oversight of stakeholder and alumni engagement, reputation and brand, government relations and advancement. I'm proud that we were the first Board committee to involve University Councillors in our membership.

9. Your aspirations for being on University Council?

After 14 years on the Council and 10 on the Board, I'm open to contributing in any way I can in my remaining years. I'm interested in considering how we can keep attracting top-level talent to the Council — so that we can deliver the best work and outcomes for Queen's.

10. Do you have any words of wisdom for incoming Councillors?

You're here as an advisor and ambassador for Queen's, and your journey is what you make of it! Be humble and listen first, consider where you can contribute, and develop your personalized plan to help us engage both alumni and the wider world in the compelling work of our university.

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