



# Canada's Leading PR and Integrated Agency Talk Shop Appoints New Leadership

TORONTO, ON, CANADA, September 22, 2021 /EINPresswire.com/ -- [Talk Shop](#), one of Canada's leading integrated communications and PR agencies, today announces the appointment of new leadership. Natalie Kiguel, Chantel Cassar, Krystin Lee and Natalie Martin join Martina Ivsak as Vice Presidents for the organization, forming the leadership team led by Katie Stevens, Managing Partner.

"These moves elevate the next generation of leaders at Talk Shop - their experience, contribution and commitment to excellence have driven the firm to be one of the fastest-growing in Canada, earning both category leadership and top employer status," said Katie Stevens, Managing Partner, Talk Shop. "Part of what makes Talk Shop a Top 100 Employer is our dedication to fostering talent within the company, providing the opportunity for growth and career advancement from within."

The added bench strength of the newly appointed leadership team supports Talk Shop's continued expansion in key markets across Canada.

Over the past decade, Natalie Kiguel has emerged as a trusted adviser leading marketing and communications strategies for international brands including Amazon Web Services, Equinox and PayPal, and has asserted Talk Shop's position in Toronto's technology industry. Through her nine-year tenure at Talk Shop, Chantel Cassar has honed both business acumen and communications expertise, securing some of the agency's most significant pieces of business including Ford, Starbucks and Endy. As one of Canada's leading digital influencers who's worked with brands such as American Express, Nordstrom and Four Seasons, Krystin Lee has accelerated Talk Shop's Digital Marketing and Social Media practice, evolving the firm's offering and clientele.

After years of leading in-house PR and communications for the global franchisor, O2E Brands (home of 1-800-GOT-JUNK?) and the BC-based technology darling, Bench Accounting, Natalie Martin has established and grown Talk Shop's positioning as the go-to firm for stakeholder relations and corporate communications. As Head of Operations, Martina Ivsak draws on her 20-plus years of experience working with highly lauded agencies including BBDO and Cossette, to oversee and refine the agency's operational practices, led out of Vancouver.

The newly established leadership appointments bolster the firm's cross-country operations, with

Kiguel, Cassar and Lee leading Talk Shop's Toronto office, which saw revenue more than double during the pandemic. The agency's success in Toronto has led to the acquisition of key talent from both agency and in-house. The team grew 10-fold over the past year and a half, including the addition of Lauren Arnold, who has taken on a role as Business Director. Expertise held by the Toronto team includes digital services, media and influencer relations, and creative services.

"We've seen remarkable growth out of our Toronto office, which we can largely attribute to our incredible team, partners and clients," said Natalie Kiguel, VP, Talk Shop. "We are proud to service clients and entrepreneurs in the technology, real estate, lifestyle and professional services sectors across Canada."

Talk Shop is hiring in Vancouver and Toronto. To see current career opportunities, visit [talkshopmedia.com/about-us/careers/](https://talkshopmedia.com/about-us/careers/).

#### About Talk Shop

Talk Shop has spent the past 10 years helping clients in the technology, lifestyle and real estate sectors meet business objectives through smart communications. Clients come to Talk Shop for PR, and stay for digital services offered, including organic and paid social media and SEM, and in-house creative. Offices across Canada mean that Talk Shop employs the best talent across the country who have the media relationships and on-the-ground know-how to deliver exceptional work across North America. Talk Shop's commitment to being a family-first workplace, delivery of mentorship programs and ability to retain top talent as they grow their careers has led to the firm being named one of Canada's 100 Top SME Employers by the Globe and Mail. Talk Shop's all-women partnership team is made up of entrepreneurs who are passionate about building businesses. For more information, visit: [www.talkshopmedia.com](https://www.talkshopmedia.com)

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