

**Rick Mauro, Vice Chair, MBA, APR, FCPRS**

Rick Mauro is a marketer, seasoned public relations practitioner, fundraiser and communications manager.

A former journalist, he is an accredited member of the Canadian Public Relations Society (CPRS) and was inducted into their College of Fellows in 2017. He also holds a Master of Business Administration in public relations and communications management from Royal Roads University, in Victoria, BC, home to Canada's first Public Relations MBA. Rick also studied public relations, advertising and magazine design at Ryerson University in Toronto.

An award-winning practitioner, he has provided communications counsel to a variety of sectors including municipal government, health care, and transportation. From 2004 to 2019 Rick was a Vice President at CAA Niagara where he developed and executed marketing initiatives and public relations programs to support the club's auto club, travel, insurance and member rewards business lines.

Rick is a former faculty member at Niagara College's public relations program and recently retired from the board of the Canadian Public Relations Society, Hamilton, where he served as treasurer for many years.

After retiring in 2019, Rick opened his own consulting firm and is active on several boards in the Niagara Region.