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# On Queen Street: Hill + Knowlton recruits two new advisers, launches China-focused practice

## Edelman to open shop in Ottawa

NEWS | MARCO VIGLIOTTI  
PUBLISHED: THURSDAY, 10/29/2015 3:09 PM EDT  
LAST UPDATED: THURSDAY, 10/29/2015 4:28 PM EDT

**Hill + Knowlton Strategies** has added two new consultants to its growing Ottawa office.

Consultant and ex-Health Canada policy analyst **Ivan Ross Vrána** and former civil servant **Richard Lajeunesse** have joined the firm's public and corporate affairs group.

Vrána joins H + K as an associate but still retains the ability to work for the consulting firm he founded in 2012, **Aslan Ross Consulting**, where he represented, among others, clients from the Canadian medicinal marijuana industry, such as **Maple Leaf Green World Inc.**

His first day was Sept. 8.

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And Vrána's diverse experience allows him to provide a wealth of services to prospective clients, said **Michelle McLean**, H+K's group leader, public + corporate affairs, in a prepared statement.

"Ross' proven track record of working with federal/provincial/territorial health systems and decision makers will be a huge asset to our team," she said. "Combine that experience with his knowledge of fiscal relations, legislative procedural knowledge and stakeholder relations will make him the complete package when it comes to client service."

Lajeunesse, who also joins H + K as an associate, boasts more than 15 years of experience in foreign investment in both the public and private sectors, including as director of operations in Industry Canada's investment review division.

He also worked with Human Resources and Skills Development Canada and the Department of Finance, and has significant experience transacting business with private sector stakeholders, and negotiating policy issues involving central agencies and other federal departments, according to the company.

Lajeunesse will primarily consult clients on foreign investment matters and processes after spending the last 14 years of his over three decades in the civil service working in the investment review division.

"There's a process for approvals of certain foreign investments...under the Investment Canada Act. People seek to understand that process," he said in a phone interview with The Lobby Monitor. "There have been a number of high-profile transactions over the years."

He started in the position at the start of July.

The bilingual career civil servant holds a master's degree in public administration from Carleton University, as well as a bachelor's of commerce and bachelor's of administration from the University of Ottawa.

"Richard's expertise in dealing with domestic and foreign companies interested in investing in Canada will enhance our team and position us well in the foreign investment sector," McLean

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**Darcy Walsh** will lead the new location as senior vice-president and general manager after eight years working as director of national business development with H + K.

He will be joined by a handful of staff members.

Walsh previously also worked as a staffer for former Conservative Senator and public works minister **Michael Fortier** between 2006 and 2007.

Edelman's Canadian arm has offices in Vancouver, Calgary, Toronto and Montreal

- With files from Alyssa O'Dell

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