

## Kendaree Burgess - Biography

Kendaree Burgess is one of Bermuda's most experienced communicators. Kendaree has over 20 years experience in Communications, Sales & Marketing and Public Relations. Her experience includes public launches of new ventures, preparing senior level executives and board members for media exposure; traditional and non-traditional media strategies; execution of international and local public relations campaigns; internal communications strategies; community involvement programmes, governmental liaison and extensive crisis communications management and planning.



Technical knowledge includes, website planning and maintenance, effective use of present day Content Management Systems (CMS), customer engagement strategies including social media integration and electronic survey tools. Experienced corporate spokesperson and governmental lobbyist.

Kendaree's expertise has been utilised in union disputes, strikes, disaster management and recovery, employee relationship building, new product service launches, brand management, from concept development to implementation and integration.

Kendaree serves on a number of boards and has held many volunteer positions including the Bermuda Sloop Foundation, Bermuda National Trust, Trustee - Bermuda International Film Festival, Youthnet, Past President Keep Bermuda Beautiful and Founding member & Secretary, Centre for Leadership. In 2010 Kendaree delivered a keynote speech at the ABC Women's Leadership forum in New Mexico on intergenerational communications and social media integration in business.

Kendaree is the President of Mangrove Consultants Ltd. and On The Fly Limited a mobile marketing company.

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