

INSIGHT CONFERENCE

Insights to Inspire

LEEANN FROESE

AGENCY CO-OWNER, STRATEGIST,
AND INDUSTRY LEADER

Leeann Froese, co-owner of Town Hall Brands, has over 25 years of experience in marketing and PR, earning accolades as one of the "10 Women in PR That Lead, Inspire and Build Successful Brands", by Women in Public Relations North America, and one of "Five Women Leaders Helping Wineries to Be Successful" by Wine Industry Advisor, as well as a past Top 40 global wine influencer. As Canada's first #winelover ambassador, her influence spans strategy, branding, and communications, with many high-profile clients.



Under her leadership, Town Hall Brands has become known for its innovative workplace culture, including implementing one of Canada's first four-day work weeks. Beyond her agency role, Leeann is a dedicated mentor and volunteer with organizations like Les Dames d'Escoffier and the BC Hospitality Foundation, supporting those who work in tourism, food, and hospitality.

She is recognized for her exceptional ability to guide discussions, share knowledge, and inspire action, making her a sought-after consultant, speaker, and panelist. Her passion for the industry, combined with her strategic acumen and commitment to mentorship, makes Leeann a respected and influential figure in Canada's wine, food, and hospitality sectors.