



Alyson Hodson
President and CEO
zag creative

As the President and CEO, Alyson builds new business, shapes the direction of the company and leads the team to deliver client strategies that get results.

Alyson has the unique ability of being able to anticipate client needs and brings this perspective to her role overseeing the strategies developed for zag creative's clients. This skill, along with her visionary nature, helps drive the success of the business.

Alyson has worked with thousands of local, national and international clients and to each project she brings the same commitment to results-generating strategies. Alyson has implemented advertising and marketing campaigns of all sizes, helped shaped complex strategies, created multi-media promotions, developed in-depth and integrated marketing plans and even built an entire sales and marketing department from the ground up for a client on the ground in the USA.

Alyson is very invested in the city she lives and owns a business in and is involved with a number of action-oriented Boards. In addition to her involvement with the Edmonton Chamber of Commerce Board, Alyson is Chair of the Board for the Downtown Business Association, is Vice President on the Make-A-Wish Northern Alberta Board, a member of the Downtown Vibrancy Task Force, and sits on NAIT's BBA Advisory Committee.

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