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Melanie Crutchley is a marketing and communications expert and owner of Futurpruf Marketing, a marketing and communications agency focusing on strategy, branding, technology and campaign execution (writing and design). With experience at four top legal and benefits consulting firms in Canada, she understands that HR and member communications—especially around benefits—aren't just nice to have, they impact the organization's bottom line. Following her master's degree in neuroscience, Melanie spent a few years teaching college psychology courses by day and conducting sleep studies at a sleep clinic by night. Then, a long-distance move prompted a career change into marketing, and she's never looked back. Now with 13 years of marketing experience and an M.B.A. degree, Melanie guides organizations to craft smart, sustainable marketing and communications strategies, tactics and technology. Her breadth of marketing and communications expertise makes her a "generalized specialist" able to guide and support every aspect of a communications project.