



Signe Barlow, Director of
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Signe is Director of Strategy at A&C, a strategic communications and sponsorship agency based in Toronto.

A big picture thinker with an instinct for critical details, Signe has worked in both the partnership and media relations disciplines, with a focus on civic-minded properties, not-for-profits, beverage alcohol and hospitality brands. Prior to joining A&C, she cut her teeth developing arts-related planning and management projects for theatres, cultural organizations and municipalities. Signe holds a BA with Honours in English and Theatre from Dalhousie University, from which she honed her ability to craft meaningful, moving brand narratives.

Once a national-level competitive ice dancer, Signe spends her free time coaching aspiring figure skaters and hockey players how to perform gracefully under pressure.