



## Tamara Costa

### National Director, Brand and Marketing Communications

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Tamara leads the Marketing and Communications team at BLG. She is responsible for the firm's marketing strategy, external communications initiatives and brand profile. She works closely with firm leadership, partners and the business development team to drive business results.

In addition to her role at the firm, Tamara is passionate about culture, innovation and social issues. She's been active in her community as an executive member of the Board of Directors for Boost Child and Youth Advocacy Centre, and has also been involved with United Way, McMichael Art Gallery and Huntington Society of Canada. Prior to joining BLG, Tamara held branding, marketing and communications roles at various professional services firms in legal and financial services, as well as at a leading international brand consulting company.

## Insights & Events

- Author, "Not just a soft skill: 6 tips for smarter corporate collaboration with Dr. Heidi Gardner", BLG Article, June 2023
- Podcast guest speaker, "[CMO Series REPRESENTS - Embracing Equity: Bringing authenticity to professional services marketing](#)," *Passle*, March 2022.
- Podcast guest speaker, "[CMO Series EP24 - Tamara Costa of BLG, on ESG and the role of marketing](#)," *Passle*, January 2022.
- BLG lawyer wins laurels at the gala les grands prix de la relève d'affaires

## Beyond our Walls

### Professional Involvement

- Member, Communications Committee, Boost Child & Youth Advocacy Centre, 2012–2019
- Secretary, Board of Directors, Boost Child & Youth Advocacy Centre, 2011–2018
- Committee Member, McMichael Canadian Art Collection, Moonlight Gala, 2015–2017
- Committee Member, United Way Campaign, 2014–2017

## Education

- Master Class - Digital Acceleration, Hyper Island, 2017
- Hons. BA, Psychology & Economics, McGill University, 1993 - 1997

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