



Ryan J. Eickmeier M.P.P., B.A., LL.M
PAAC Vice President (2013 – Present)
PAAC Board Member (2012 – Present)
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Ryan Eickmeier is the Senior Director, Marketing, Communications & Government Relations with GS1 Canada, the world's leading supply chain standards organization. Ryan brings with him a wealth of experience in the field of government and stakeholder relations, political advocacy, and public policy and is responsible for strategic planning and execution of all aspects of GS1 Canada's marketing, communication and government relations work.

Ryan was elected to the Board of the Public Affairs Association of Canada (PAAC) in 2012 and is the current Vice President. Since his election, Ryan has taken responsibility for helping bring value to PAAC members through the following notable initiatives:

- **Launch of the new PAAC Website**
- **Re-launch of the PAAC Journal**, a bi-monthly newsletter to inform members about events, job postings, and much more.
- **Engagement of new Management Company**, to provide PAAC with all-in creative, event and project management services.
- **PAAC Annual Conference Organizing Committee (2012 – 2014)**

In his career, Ryan has led multiple industries through proactive and reactive advocacy campaigns ranging from international trade, infrastructure, and capital markets to energy, environmental and regulatory issues. Prior to joining GS1 Canada, Ryan was the Director, Government Relations & Policy at the Real Property Association of Canada (REALpac), Canada's senior national industry association for owners and managers of investment real estate. Ryan was also an Associate at the Washington, DC based public affairs firm Greener and Hook, LLC where he worked on both the political and corporate side of the company. Ryan worked extensively with political candidates at all levels on messaging, strategy, research, and social media communications. Before Greener and Hook, Ryan was a research assistant at The Center for Terrorism and Intelligence Studies (CETIS) where his deliverables helped formulate the Global Terrorism Database (GTD), now the largest open source intelligence database in the world. Ryan also worked as a policy analyst at the grassroots advocacy firm The New Hampshire Advantage Coalition where he produced advocacy literature and political mailers. In the fall of 2007, Ryan accepted a key staff position within United States Senator Fred Thompson's Presidential Campaign. As an advance and field representative for the State of New Hampshire, Ryan was responsible for the planning and execution of campaign events, grassroots advocacy efforts, and ensuring maximum visibility for the candidate at all times. Ryan also sits on the Advisory Committee of Canada's Digital Policy Forum (CDPR), an independent and distinct roundtable devoted to substantive discussion of digital policy issues.

Ryan earned his Bachelor of Arts (B.A) in political science from New England College, Master of Public Policy (M.P.P.) from The American University School of Public Affairs, and Master of Law (LL.M) in Energy and Infrastructure Law at York University's Osgoode Hall Law School. Ryan can be reached at Ryan.Eickmeier@gs1ca.org.