

Leanne Sallenback

Marketing and Customer Communication Manager

FortisBC Energy

In an ever-changing world, Leanne has a passion for bringing innovation and creativity into the workplace. In her seven years working at FortisBC, Leanne has worked on numerous award-winning communications campaigns, and continues to push the limits on finding relevant channels to deliver an effective message to customers. In her current role as the Marketing and Customer Communications Manager, she works with several business units across the company to help deliver their strategic business objectives in a way that resonates with the customer.



Using behaviour-change principles and new technologies for targeting - Leanne consistently improves metrics and strategies year-over-year. She is also an active member of the FortisBC Public Affairs Emergency Team, who works to ensure system reliability and safety year-round. Outside of work, she has a passion for archaeology, travel and all things sci-fi. Leanne has a Bachelor's Degree in Marketing Management from Kwantlen Polytechnic University, and a diploma in Marketing Management from the British Columbia Institute of Technology.