



ROAR Communications

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TRAINER: AURORA WINTER, MBA

Expertise in marketing, branding, media, and business strategy. Entrepreneurial leader and manager — exceptional track record of achievement. Marketing and business development skills — grew two companies to dominant market share, increased revenues by \$10 million overall. Strong strategic and analytical skills — wrote a business plan that raised \$5 million. Polished presentation skills — author and expert featured on radio and TV. A decade of experience as a teacher and trainer.

Aurora Winter, MBA, brings a wealth of experience in business, communication, and leadership. She has been training business owners, creators, and entrepreneurs since 2006, and graduated with her MBA from the University of Iowa in 2015.

She was profiled in Maclean's Magazine as one of "100 Canadians to Watch." Her pitch as the Banff Television festival was aired on CBC as a documentary called "The Big Break" and was also used to teach the art of pitching in film schools.

Aurora Winter has a depth of expertise in communication, story-telling, and the media. She is a TV, video, and film writer-producer. As a TV executive at Canada's largest film and TV production and distribution company, she oversaw 250 hours of programming and a development budget of over \$1 million. Aurora Winter is the author of six books, including the award-winning book *Turn Words Into Wealth*, which IAN honored with the Outstanding Nonfiction Book of the Year Award in 2022.

Aurora has been featured hundreds of times as an expert by the media, on radio, TV and print, including articles in Success and Elle magazines, radio appearances on Oprah radio, NPR, KFI, and TV appearances on CBC, FOX, CBS, to name a few. She was featured in the documentary feature film *What If?*. Aurora is a trainer at ROAR Communications.

ROAR COMMUNICATIONS is a BC-based training company devoted to providing key business education and training for adults. Managers, leaders, business owners, creators, team leaders, and their staff and teams learn how to grow their businesses, refine their messages, and make a bigger difference with enhanced communication skills.