



**Clear, Concise and Persuasive Writing.**



**Ed Laba, Managing Partner  
Edward Laba & Associates**

Ed Laba has successfully combined careers in writing, public relations, teaching and training in setting up his own company: Edward Laba & Associates. With the focus on writing, editorial services and marketing communication – primarily for the business-to-business market – Ed works with clients to help them reach and deliver keynote messages, in print or online, to their target audiences

Prior to setting up his own business as a writer and corporate communication specialist, he was a vice-president and partner at OEB International a public relations and public affairs consulting firm where he had responsibilities for client services, business development and account management. Ed has held management or consulting positions with a national trade association, international equipment

manufacturer and public relations firms. He has also worked as a magazine writer and publications editor.

Ed is a member of the Halton-Peel Communications Association, International Association of Business Communicators and Business Network International. He is also an associate member of the Mississauga Board of Trade. He received his “APR” accreditation from the Canadian Public Relations Society.

When not engaged in client projects, Ed teaches part-time in the Public Relations Program at Humber Institute of Technology & Advanced Learning in Toronto.