

FIELD, Gloria

TOWNSEND

“When we own the story, we can write a brave new ending.”- Brene Brown

Gloria has a penchant for storytelling through words, design, and most importantly, through creating memorable experiences. A member of the Senior Leadership Team and Chief Brand Officer at Nova Mutual here in Haldimand-Norfolk, Gloria is responsible for ensuring that all who engage with the company are treated with Nova’s core values and that their day is made better by those interactions.

2019 brought much change to Gloria and her family’s life including her daughter becoming a service recipient of REACH. Gloria was inspired by the generosity and compassion of people in response to her family’s crisis and knew that when the time was right, she would find a unique way of giving back to the community. She is honoured to be invited to bring her skillset and parent voice to the REACH Board.

Lifelong learning is something Gloria believes in wholeheartedly; she recently attained a Professional Certificate in Marketing Management from Western University. Gloria has over 20 years of work experience with hospitality as the driving force. Gloria believes in Enlightened Hospitality- which in a nutshell means understanding that beyond delivering on a service promise, we must understand how we make the recipient of that service *feel* in the process.

Gloria is a mom, an artist, and in a rare free moment you’ll find her running her two Brittany Spaniels in the woods or living and breathing “work/life harmony” by taking a Zoom call on the deck at her Trailer by the lake. Gloria and her husband, Ian are both advocates for mental health awareness and are open about their personal experiences with the lifechanging healthcare that is psychological support and counseling.

Gloria hopes to contribute to initiatives that work to build trust and spark engaging relationships with families and clients of REACH, the REACH Team Members and the greater community.