

February 4<sup>th</sup>, 2025

## Tactix Expands into Europe with Senior Hires in Paris, London, and Brussels

Tactix – a specialized advisory firm with a 30-year record offering tailored, discreet solutions for high-stakes reputation issues – is excited to announce the expansion of its European operation with the addition of three senior advisors.

### Building on A Proven Record of Success in Europe

For the past five years, European clients have been increasingly leveraging Tactix' AI-driven insights and strategic counsel to support better policy outcomes and secure re-approval of highly regulated products.

“Expanding our footprint on the European Continent enables us to better serve clients with actionable intelligence and public affairs advice across the EU,” said Risk and Reputation Partner Paul Hillier. “These senior advisors are uniquely positioned to combine their expertise with the data-driven insights Tactix is known for.”

### Meet the Team

- **Dan Baxter** was a senior executive at a global public affairs agency, living and working in 20+ countries across Europe, Asia, the Middle East and the Americas.
- **Conrad Bellehumeur** led communications and marketing at two global companies and as a senior executive worked in Ottawa, Paris, and Washington.
- **Dave Hemingway** has two decades of Brussels public affairs experience delivering wins for trade associations and global companies.

### Looking Ahead

Tactix is a trusted partner for clients facing high-stakes reputation issues related to politics, policy and regulation, offering bespoke advisory services that combine discretion, strategic insight, and results-driven outcomes. With three decades of experience, we are proud to expand our presence in Europe and continue helping clients achieve their goals on a global scale.

To learn more about our approach or to explore how our insights can drive your success, contact our senior advisors below.

**Dan Baxter, Senior Advisor London**

[Dan.Baxter@Tactix.ca](mailto:Dan.Baxter@Tactix.ca)

Dan Baxter has spent more than 20 years advising clients at a senior level on some of their biggest challenges. He has helped redefine strategies, manage complex issues and respond to new market forces.

A former senior partner in a global agency, he has worked in more than 20 countries. He has achieved results for clients that many thought impossible. In almost every sector of the economy, he has led problem-solving teams focused on challenges such as multi-country crises, politically-charged restructurings and high-profile product and brand defence campaigns.

Previously, Dan worked as a political activist and a political aide in Canada. He currently lives in London.

**Conrad Bellehumeur, Senior Advisor Paris**

[Conrad.Bellehumeur@Tactix.ca](mailto:Conrad.Bellehumeur@Tactix.ca)

Conrad brings more than 30 years of experience in public affairs and strategic advisory across a diverse range of industries including pharmaceuticals, aerospace, defence, transportation, logistics, energy, agriculture, and life sciences. He is as a trusted counsel to both public and private sector leaders, helping them mobilize business and organizational strategy to address complex issues, enhance and protect reputation, and create sustainable value.

- Creating awareness and improving perception amongst key stakeholders.
- Building strategic partnerships.
- Shaping and influencing policy decisions and outcomes.

Conrad holds a bachelor's degree in political science from the Collège Militaire Royal du Canada and a post-graduate certificate in Public Affairs from Toronto Metropolitan University.

**David Hemingway, Senior Advisor Brussels**

[Dave.Hemingway@Tactix.ca](mailto:Dave.Hemingway@Tactix.ca)

David Hemingway is an experienced public affairs professional with over 20 years of experience in Brussels. He has worked across a range of high-profile sectors, including agriculture, automotive and chemicals, for major multinational corporations and leading trade associations.

David spent eight years in the agriculture sector, representing the UK National Farmers' Unions at local, regional, national, and European levels. He successfully influenced EU legislation to defend UK farming interests, including lifting the EU's BSE beef ban. He also dealt with significant animal health outbreaks, including bovine TB, avian flu, blue tongue, and foot-and-mouth.