



BIO

Lieutenant-Commander David Lewis, MSM

LCdr David Lewis is a CAF Public Affairs Officer (PAO) who has been in the Royal Canadian Navy (RCN) since 2006. Joining as a Naval Reservist with HMCS Prevost in London, Ontario, he qualified and commissioned as a PAO 2010.

Prior to joining the Canadian Armed Forces, he served as an infantryman in the United States Army, stationed with the 8th Infantry Division in Mainz-Wiesbaden, West-Germany. He also served with 2nd ITB at Ft. Benning, Georgia as well as a Staff Sergeant/Officer Cadet with the 49th "Lone Star" Armored Division of the Texas Army National Guard in San Angelo, Texas.

His work as PAO at HMCS Prevost has been recognized internationally due in part to his conception of The Battle of the Atlantic Memorial on the grounds at PVO.

In 2011 SLt Lewis worked at Naval Reserve HQ in Quebec City where he produced over 20 individual videos for the Royal Canadian Navy Centennial Video Capsules project documenting various RCN Centennial events across Canada.

During the Manitoba floods in spring of 2011 SLt Lewis was the PAO for Maritime Component Command. He developed a public affairs plan and engaged proactively with local, regional and national media to ensure the contribution of Canadian reservists to Operation LUSTRE was captured and reported to Canadians.

In 2011-12 SLt Lewis was deployed to Kabul, Afghanistan as part of Operation ATTENTION where he was served in the position of Deputy Director of Social Media for NATO in Afghanistan (NTM-A). During his tour he road-along with (or walked with) almost all the 34 Nation coalition member convoys, documenting their efforts, gathering content and imagery, and promoting their efforts back to media within their home countries.

SLt Lewis was promoted to Lt(N) during the summer of 2013 while serving as the Operations Officer for Basic Military Officer Qualification course at Fleet School Esquimalt in Victoria BC.

From March to November of 2014 and 2015 Lt(N) Lewis was the PAO for The Ceremonial Guard of the Canadian Armed Forces with the Changing of the Guard on the east lawn of the Parliament buildings in Ottawa. He was successful in promoting and featuring the Guard, and individual members, in over 100 Canadian newspapers and publications. During both years he was also the onsite PAO for the National Sentry Program (NSP) at the Tomb of the Unknown Soldier at Canadas National War Memorial. In the aftermath of the shooting of Corporal Nathan Cirillo, Lt(N) Lewis was instrumental in coordinating and

controlling media interest and access to all members of the NSP. His dedication to the soldiers first and foremost, ahead of PA concerns, earned him a Commander Canadian Army Commendation from Lieutenant General Marquis Hainse.

Lt(N) Lewis returned to Naval Reserve HQ to head-up the re-branding of Naval Reserve Divisions as directed by Vice-Admiral Lloyd. As per his ongoing success in re-branding and his revitalized Visibility and Outreach initiative, he was promoted to Lieutenant-Commander in spring of 2017.

LCdr Lewis has been married almost 40 years to his wife Sherrie. Together they have 5 children some of whom serve in the Canadian Armed Forces.

He recently retired at of 1 July 2019.

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References

While attached to the Ceremonial Guard of the Canadian Armed Forces in 2014 and in the aftermath of the 22 October shooting of Corporal Cirillo, Lieutenant (Navy) Lewis demonstrated outstanding professionalism and dedication to Public Affairs excellence.

- Lieutenant-General J.M.M. Hainse, Commander Canadian Army

Lewis is creative and keen to promote change, constantly looking ahead for new and unique ways to advance the mission. He has effortlessly functioned within the demands of the operational environment and has produced a body of work that is fully in line with the expectations of a three-star HQ. His leadership abilities are excellent, as his management of a multi-service, multi-national team aptly demonstrates. His planning and organizational skills were equally outstanding. This is evidenced by his ability to maintain perpetual situational awareness of his products while their impact grew significantly. His program grew in effectiveness and size, a testament to not only his planning skills, but also his administration. He was able to balance his own secondary duties as well as those of his staff's while conducting an aggressive program.

- Lieutenant Colonel T. M. Stauffer, US ARMY, PAO, NATO Training Mission - Afghanistan

Lt(N) David Lewis is a consummate professional and skilled public affairs officer. While serving together in the NATO Training Mission-Afghanistan public affairs office, I had the opportunity to observe his remarkable intellect and strategic accumen. I was responsible for managing a group of photo and video journalists and David's team was responsible for the distribution of their content through social media and other means. His ingenuity and creative marketing of these stories and videos greatly expanded the reach of our commands message. David ran a tightly organized shop that anticipated media trends and helped us select content that would have the best chance of being widely distributed. His planning skills and vast operational experience made him an invaluable asset. David Lewis has my highest recommendation.

- Lt(N) Aaron Kakiel, Public Affairs Officer, Submarine Group 7, CTF 74, CTF 54, US Navy

LCdr Lewis provides constant oversight and close supervision while giving enough flexibility for creativity. He has communicated across NRDs in a clear way to timely meet goals as demonstrated with RCN branding. Supports the transformation and provides guidance to ensure success by providing quality and adjusted PA products. Was capable of planning and developing innovative solutions with complex projects such as the window wraps and Social Media Strategy. He continues to offer original and strong guidance for communication issues. The quality of his work reflects his dedication and professionalism.

- Commander Jeff Dargavel, Chief of Staff, Naval Reserve of Canada