



Pamela Barnum, M.P.A., J.D.

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Imagine what it would be like to live as a different person with a different name, identity and background. For months, you live with a false identity, and your success depends on building trust and detecting deception with some of the most dangerous people imaginable. That's precisely what Pamela Barnum did for years working undercover in the Drug Enforcement Section. She learned real-world techniques for building trust and interpreting body language. When Pamela graduated from law school, she left policing and accepted a position as a federal prosecuting attorney. She spent countless hours in the courtroom, perfecting her proficiency as a trust strategist and body language expert. Following a successful 20-year career in the criminal justice system, Pamela studied corporate negotiations in graduate school. Now, she shares her expertise with others, teaching them how to improve their communication skills to increase trust inside corporations, associations and law enforcement agencies. Pamela learned quickly how to separate fact from fiction and truth from falsehood. As a nonverbal communication expert and trust strategist, she delivers techniques once thought of as a "secret second language" participants can begin using immediately. Take decades of experience in deep undercover work in narcotics and a successful legal career, and you get real-world strategies that help attendees crack the code on trust, improve professional relationships and increase effectiveness using proven field-tested techniques. Pamela shares her experience, research, and expertise with humour, candor, and energy, blending actionable strategies with memorable stories. She is also a featured expert and contributor in print media, radio and television news programs in Canada and the United States. In addition, Pamela has appeared in person before live and virtual audiences ranging from 50 to 12,000 attendees.