

Kirsten Krose is a seasoned public affairs and government relations professional with nearly two decades of experience at the intersection of politics, policy, and strategic communications. A proud London, Ontario native, Kirsten has built her career on a deep understanding of how government works—and how to navigate it effectively to deliver meaningful outcomes for organizations and communities.

Since beginning her career in 2008, Kirsten has held a wide range of roles across federal and provincial governments, including positions in the Office of the Prime Minister, the Office of the Minister of International Cooperation, and as a Special Assistant to a Member of Parliament. Her public sector experience also spans key provincial ministries, including Social Development in New Brunswick and the Ministry of Forests, Lands, Natural Resource Operations and Rural Development in British Columbia. This breadth of experience has provided her with a comprehensive, multi-jurisdictional understanding of policy development, decision-making processes, and stakeholder engagement.

With a degree in Political Science and Economics from the University of New Brunswick, Kirsten has complemented her government experience with hands-on roles as a communications consultant, lobbyist, and political campaign contributor. She also brings an entrepreneurial perspective, having successfully operated a real estate business in Ottawa—further strengthening her ability to align public policy with private sector realities.

In 2018, Kirsten returned home to London with a clear purpose: to apply her national experience to support organizations in her community and across Southwestern Ontario. In March 2022, she founded SWON Public Affairs, a boutique firm dedicated to strategic communications, government relations, and advocacy. Under her leadership, SWON has quickly established itself as a trusted partner for clients navigating complex policy environments and high-stakes issues.

Kirsten specializes in advancing client objectives through thoughtful strategy, strong stakeholder relationships, and a nuanced understanding of government systems at all levels. Her work spans sectors including healthcare, education, energy, and technology, where she is known for managing complex files with precision and integrity.

Deeply committed to her community, Kirsten is actively involved with organizations including Big Brothers Big Sisters of London, Homes for Heroes, the Veterans Wellness Alliance, the Garrison Community Council, and The Grand Theatre. Her professional work is grounded in a genuine dedication to strengthening the communities she calls home.

Kirsten has been nationally recognized by Canadian Small Business Magazine and was named a 20 Under 40 recipient in 2023, reflecting both her professional achievements and her leadership within the community.

Outside of her professional work, she enjoys hiking, yoga, golf, and horseback riding—often taking advantage of the natural and recreational amenities that make London a vibrant place to live and work.