



**COPPERMOON**  
Communications Solutions  
that Work for You

## Long Biography

Jacob Beaton

President / Creative Director

A gift for bringing people, ideas and cultural wisdom together distinguishes Jacob Beaton, President and founder of CopperMoon. In addition to providing the overall vision and direction for the company, Jacob acts as Creative Director on key projects, bringing his unique combination of skills, experience and knowledge to the fore to help clients arrive at creative solutions to their communications needs.

With more than 10 years of experience in the combined fields of media and technology, Jacob's forte is creative problem solving using a wide variety of vehicles. Applying a unique and thorough discovery process, Jacob works closely with clients to develop a solution that meets their underlying goals. For clients in both the aboriginal and mainstream arenas, he has created films, videos, web sites, and print communications that are at once inspiring and functional. In addition, Jacob's discovery approach typically yields value added outcomes that address community goals, such as job creation and training. Jacob is an impassioned and engaging workshop leader and guest speaker, and consults regularly on communications strategy.

Jacob's own cultural heritage adds a depth of understanding to projects for aboriginal clients, particularly those seeking to bridge the gap between cultures. Of Tsimshian and European ancestry, Jacob is the grandson of Grace Vickers of the Eagle (Lax Sgeek) clan of Kitkatla and Arthur Vickers, and the son of Roderick Beaton and Patricia June Vickers. He was raised in Gitskan territory and remains connected to this heritage. Jacob's work is driven by a passionate desire to facilitate positive change in the aboriginal community.

Recognised as a visionary early on, Jacob was the first winner of the Beacon Hill Communication Group's media scholarship in 2002. That same year, he was one of four aboriginal Canadians featured in the film 'Out of the Shadows of Silence' and in 2003, at the age of 22, he was Focus Magazine's "man of the Year." In 2005 Jacob was one of three Canadian aboriginal entrepreneurs profiled on CBC television for National Aboriginal day. Most recently, Jacob won one of the inaugural BC Aboriginal Business Awards as "Young Male Entrepreneur of the Year."

Before establishing CopperMoon in 2001, Jacob worked as a freelance web designer, taught web design to secondary school students, and gave computer training at the Victoria Native Friendship Centre. He also made a number of documentary films confronting such critical topics as sexual abuse, the silence surrounding AIDS and health issues around diabetes.