

FOR IMMEDIATE RELEASE

GSD Strategies Welcomes Sean Osmar as new Vice President

Regina, Saskatchewan – June 25, 2026 – GSD Strategies is pleased to announce that Sean Osmar, a veteran communicator and campaign strategist, has joined the firm as it continues to expand its government relations, advocacy, communications, and public affairs leadership in Saskatchewan and beyond.

Sean brings more than twenty years of experience in communications, strategic planning, reputation and issues management, and campaign execution, adding further depth to GSD’s growing team and strengthening the firm’s ability to deliver real results for our clients, focused on positive outcomes.

His career includes strategic communications roles in Stephen Harper’s Prime Minister’s Office, as Press Secretary to the President of the Treasury Board in Ottawa, and as Director of Communications with the Government Caucus Office in Saskatchewan. Most recently, Sean served with the Water Security Agency, where he led a team that helped deliver several major initiatives, including a corporate rebrand and the development of a new marketing strategy.

Across these roles, Sean has earned a reputation as a trusted communicator with strong political judgment, a clear understanding of complex public issues, and the ability to build productive relationships with colleagues, stakeholders, decision-makers, and partners.

“I am excited to be joining GSD Strategies at a time when the firm continues to build momentum and cement its reputation for helping clients achieve real results,” said Sean Osmar. “I look forward to bringing my experience and skills to support the clients we work with and the province we call home.”

Jason Wall, Principal at GSD Strategies, said Sean’s addition reflects the firm’s continued growth and its commitment to bringing seasoned, high-impact expertise to clients:

“Sean brings the kind of senior-level communications judgment and campaign experience that strengthens every part of our work,” said Jason Wall. “As GSD continues to grow, we are focused on building a team that understands government, understands communities, and knows how to help clients navigate complex issues with confidence. Sean’s expertise in reputation management, issues strategy, and clear, effective messaging will add immediate value for the organizations we serve.”



Joel Peterson, Principal at GSD Strategies, added that Sean’s approach aligns closely with the firm’s practical, relationship-driven model:

“Sean has a proven ability to build trust, bring clarity to complicated files, and move priorities forward in a practical way,” said Joel Peterson. “That is exactly how we work at GSD. Our clients come to us for strategic advice, steady execution, and an understanding of how decisions are made. Sean strengthens that offering and helps position our growing firm for the next stage of service and success.”

For more information, please visit www.gsd-strategies.com.