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Adrian Capobianco



Adrian Capobianco, President of Quizative Inc., has focused on the interchange of business, technology and marketing throughout his decade and a half helping clients including Allstream, Canada Post, Canadian Tire, CIBC, GE, HP, Interac, Panasonic, Rogers, Sony, Telus, Tetley, and Wal-Mart understand their customers' needs and develop digital marketing strategies.

"It's always an honour to be identified as a leader, especially with such an esteemed group," says Capobianco. "It was great to see four clients that Quizative has worked with over the last year are also on the list. We're happy to be in business with leaders."

Capobianco is involved with the Interactive Advertising Bureau and the Canadian Marketing Association as an instructor of the eMarketing Certificate Course. He is also co-chair CMA/Marketing Magazine's Digital Marketing Conference and will be Chairing Marketing Magazine's 2009 Digital Marketing Awards.

Capobianco's recipe for success online? "An insatiable appetite to consume information, the ability to keep an open and objective mind, but most importantly the perspective that this isn't all new. Although digital tactics are new, emerging and rapidly evolving, digital marketing has been in the mainstream for about 15 years. There are a lot of lessons to be learned from 'the early days'."

Andrew Sloss



Andrew Sloss served as the general manager of eBay and Kijiji Canada before joining Indigo in September 2009, where he is accountable for the growth and profitability of the online business.

Sloss believes that staying on the cutting edge of online marketing requires four things: Unwavering focus on your customer, a culture of innovation, tenacity that translates ideas into reality, and an insatiable curiosity for how things work on the Internet.

"You've got to live and breathe this space to be successful at it," says Sloss. "You need to be turned on by the power of the Internet to change the way we work and live as humans, it's got to excite you. It also takes great people who are incredibly smart, good at what they do, and possess the right cultural DNA for the everchanging online landscape."

He holds a Bachelor of Applied Science in Systems Design Engineering and a Masters of Business Administration from the Kellogg Graduate School of Management at the University of Waterloo.

"As with a lot of accomplishments, this is not just about one person, but an entire team," says Sloss. "The eBay team is great and I'd definitely like to share this recognition with them."

Benoit Laporte



Benoit Laporte has worked at VIA Rail Canada for nearly 30 years. During that time he has managed everything from pricing to promotions to web distribution for ViaRail.ca, ever since the company launched their first website, way back in 1994.

"This recognition does mean that my team and I were able to achieve our goal of being upfront and innovative in the ever challenging eMarketing world," says Laporte.

Laporte studied Economics, and says that he always believed in the potential profitability of the internet, even when this potential was not so obvious. He is an avid French-language blogger and supports many non-profit causes, especially services for children with autism, a syndrome that affects his youngest daughter.

"To stay on the cutting edge you need to take risks," says Laporte. "You try new things and sometimes they fail. In order to know if your experience was successful you need to measure every one of your actions. And sometimes in the online world successes and failures are far from obvious."

Bob McCown



Bob McCown has been in broadcasting since 1975 and is the host of Prime Time Sports, Canada's most popular sports talk radio show. He inspires a passionate audience and their need to communicate and debate sports led to McCown Jaunch Eadoo ca

"We have worked very hard to create a unique experience for sports fans and the positive feedback from the community and peers shows we are doing something right," says McCown. "We are proud of growing the site organically through word of mouth, viral marketing and social media."

In 1977 McCown launched Talking of Sports, a nightly sports call-in and interview show that was the first of its kind in Canada. In 1981 he developed SportsLine, the first nightly longform sports summary program. He launched Canada's first all-sports radio station, the FAN, in 1992. McCown has appeared on every major television network in North America over the years.

"It is all about reacting to the user and ensuring you can stay agile and deliver what they want," says McCown. "Users, especially sports fans, are a finicky group so we must always be on top of their needs and be able to deliver good content how and when they want it."

Braden Hoeppner



Braden Hoeppner is the Director of Web Sales at Coastal Contacts Inc., the fastest growing online retailer of eyeglasses and contact lenses. His 10 years of online marketing experience include work in classified media, information portals, e-commerce and non-profit.

"I am humbled and honoured to be considered among the other winners," says Hoeppner. "Each of us works every day to ensure that our businesses stay out in front of our competition and stay with the pace of the technology in the online space. There is no other industry that I would rather be a part of—shaping the future of how marketing and business is done is what gets me out of bed every day."

Hoeppner is a firm believer in leveraging web analytics to drive online marketing optimization and profitability. He worked with the Web Analytics Association and the University of British Columbia to deliver the award-winning Award of Achievement in Web Analytics program.

"Above all else you need to believe that there are no such things as fixed constraints – only opportunities to drive your business to the next level, to find the next marketing channel, or to deliver truly creative and innovative solutions for your customers," says Hoeppner.

Brent Lewis



Brent Lewis serves as Vice President, Digital & Internet for Harlequin Enterprises Ltd., a leading publisher of women's fiction and the world's largest publisher of series romance. He heads ups the strategic development and operational execution of Harlequin's digital marketing and publishing programs.

"This recognition means a tremendous amount to me as so many talented and creative people are working in the online space in Canada," says Lewis. "When I spend time with colleagues in the online space it is very inspiring and makes me excited for today and the future.'

He has been developing internet marketing and commerce solutions for over a decade, and has been in the marketing industry for almost 20 years. His digital insights have been quoted by leading publications including The Economist and Fast Company, and he is a regular speaker on digital strategy and transformation at events including O'Reilly Tools of Change and Book Expo America.

To Lewis, staying on the cutting edge of online marketing requires experimentation. "We are forging a new path with ever-changing technology, a new marketing mindset of collaboration, and conversation with customers and new business models all coming together simultaneously."

Christopher Day



Christopher Day is the Director of Marketing for Expedia Canada Corporation, where he is responsible for the brand and marketing efforts for Expedia.ca as part of the Canadian executive team. Before joining Expedia, Day managed offline marketing and demand generation for the Home and Small Business division of Dell Canada

"I'm really honoured and very flattered not only to have won this award, but to have been colleague nominated," says Day. "There are many great marketers on this list, and to be considered among them is quite humbling. It's great to take a moment to recognize many of the highly creative and innovative marketers turning the chaotic flotsam and jetsam of online innovation into smart strategic initiatives in the online space."

Day holds a Master's in Journalism and an MBA from the Richard Ivey School of Business at the University of Western Ontario.

"A good marker remembers that consumer behaviour doesn't change because of new technology or online innovation," remarks Day. "The degree to which online innovation can tap into, or adapt to, consumer behaviour will be the measure of its success. The better a marketer understands this, the more successfully they will be able to utilize the new innovations and stay on the cutting edge."

Chris Thompson



Chris Thompson, Associate Vice President, Canadian Tire Online, has been with Canadian Tire Corporation for 11 years. In that tenure he has worked in branding, category management and ran the company's iconic flyer program before taking the helm of the online business three years ago.

"Although I play a role in charting the digital agenda, it is the collaborative effort which makes the digital brand as strong as it is," says Thompson. "Canadian Tire has a great site and a highly engaged user community, so it feels very good to be acknowledged."

Thompson is also active with the CMA and nextMEDIA Advisory Board.

"From the perspective of a large retailer, becoming a leading online marketer requires a number of things," says Thompson. "A fail-fast approach to trying new things, coupled with the ability to filter out the best ideas, ensuring the team has the tools, resources and capacity to execute, keeping your eye on the best-inclass digital organizations, executive sponsors who understand the value in having a distinct digital brand and the most important thing by far is having a team of talented people who are passionate about the medium and committed to growing your online presence and brand."

Darby Sieben



Responsible for the strategic planning and execution of the Yellow Pages Group's online assets, Darby has focused on expanding overall reach and use since taking on the mantle of Director, Online Services two years ago. "Many of the people on this list are people I admire, so being grouped with them is an honour," says Sieben. "This space is a passion of mine and has been since 1996. From my perspective, I have a responsibility to push this space forward in Canada, as many of the other nominees do every day."

Under his leadership, Yellow Pages has relaunched Canada's top residential search directory, Canada411.ca, introduced apps for Facebook, Blackberry, iPhone and Google Android, and created an affiliate program for YellowPages.ca.

"Our sector is young, growing and many aspects of it are a work in progress," says Sieben. "To think of where we have come in Canada and globally in the past 15 years is amazing. That said, this is a space that changes and the rate of change is accelerating. You need to be able to move seamlessly between tactical and strategic planning, understand the needs of your various stakeholders, surround yourself with people smarter than you, and have an unquenchable thirst to learn."

David Doucette



As Executive Director, Internet Marketing at Fairmont Raffles Hotels International, David Doucette manages the online presence of the Fairmont, Raffles and Swissôtel brands. His aim is to increase traffic to proprietary sites through SEO, SEM, affiliate marketing, display advertising and other tactics and he is also accountable for site usability, product merchandising and driving transactions.

"Being a marketer is rarely dull," remarks
Doucette. "In fact, it seems like the level of
innovation and creativity has accelerated as of
late, particularly in the online arena. There are
always new things to learn and I look forward to
the ongoing evolution of our industry.

With over 18 years of service in the hospitality industry, Doucette has experience with multiple facets of electronic distribution and has been active in several industry organizations over the years, including stints on HEDNA's Board of Directors and the HSMAI Internet Marketing Committee.

"Staying on the cutting edge involves taking risks on occasion, but in order to be effective I think you have to cut through the clutter and understand what tools will really be effective for your business," says Doucette. "It's important to have an overall strategy and apply sound marketing principles to that strategy."

Dawna Henderson



As President & CEO of henderson bas, Dawna Henderson leads the strategic direction and oversees the dynamic campaigns of the most awarded interactive agency in Canada. She was one of the first Canadians to have an email address, and in 1999 she founded one of Canada's first digital marketing companies.

"I am honoured to be acknowledged along with and by some of the greatest thinkers in the industry, those who have a proven passion for interactive and have dedicated many years of their career into building this industry," says Henderson. "I am proud to be one of them."

Henderson has been listed by Profit Magazine five years running as one of Canada's top 100 women entrepreneurs and was recently recognized by Strategy as one of the industry 's marketing "Wonder Women". Her prestigious roster of clients includes Coca-Cola Ltd., ING Direct, Joe Fresh, Molson Canadian, Capital One, eBay, Nintendo, Mercedes-Benz, Nike, and Levis Strauss & Co.

Henderson's secrets to success: "Working with leading brands who want to innovate, consistently hiring the smartest and most creative talent, investing in research, taking chances, and making the leaps to be first!"

Eric Pierni



As the Head of Advertising for Kijiji Canada, Eric Pierni is responsible for overseeing the company's advertising group sales team and leads all marketing efforts in Canada, in addition to community building and product development initiatives. He plays a key role in helping the Kijiji Canada team develop and implement new strategies and tools for reaching Canadians online and in their communities. In response to this recognition Pierni noted: "I've been very fortunate to work on incredible brands like eBay and Kijiji. I am more a figurehead for the incredible work of an outstanding team."

Pierni helped develop and drivethe website's original marketing strategy, including both online and offline marketing, as a member of the team that launched Kijiji.ca in 2005. He is a graduate of Concordia University, where he earned a Bachelor of Communications in Marketing.

"I'd rather invest my time figuring out various online marketing tools and data rather than creating broader based marketing strategies," says Pierni, when asked how he keeps up in this fast-paced industry. "Focusing on the latter leads me to being disconnected from what is really going on. Outside of that it's the usual combination of hard work, passion and being surrounded by super-talented peers."

Gary Fearnall



Since joining Cineplex Entertainiment in 2007, Gary Fearnall has been responsible for the infrastructure, design, development and ongoing activities associated with all interactive media needs in his role as Vice-President, Interactive Media

"I am thrilled and humbled by this recognition," says Fearnall. "There are so many deserving people who have dedicated their careers to building this business. The IAB has been an amazing force for change and I compliment everyone who has contributed their time to making the industry better. It's been over ten tremendously interesting and challenging years for me, but there are so many exciting times ahead."

Prior to joining Cineplex Entertainment, Fearnall held various senior positions with Rogers Media and Bell Globe Media. He earned an Honours Bachelor of Arts from The University of Western Ontario and is a former President and board member of The Interactive Advertising Bureau of Canada and a member of the Board of Directors of Sheridan College's E-Commerce program.

"Staying ahead means constantly scanning to see where the technological advancements intersect with our guests' needs and interests," says Fearnall. "Growth and change are constant forces but interpreting and leveraging the evolution to enhance the online experience is where success lies."

Guillaume Brunet



As Director of Marketing and Client Services at the New Media and Digital Solutions Group of Transcontinental Media, Guillaume defines marketing strategies in order to boost traffic, build user engagement and increase advertising sales for all of the Group's web properties. He is also responsible for overseeing the services team that creates innovative and reliable new solutions for internal clients and the market at large.

"It was a surprise to be so recognized by my peers, but an honour too to know that our team's efforts to promote our brands and to innovate within the industry have not gone unnoticed," says Brunet.

Brunet is a popular speaker and has brought his presentations to events and conferences organized by Infopresse, HEC Montréal and other industry associations. He is involved with numerous industry organisations that share his commitment to furthering the digital market and he was recently named one of Michelle Blanc's Top 25 Québec Web celebrities.

"To ensure the constant evolution of this dynamic industry, it's important to surround yourself with other equally passionate people who have complementary skills to yours," says Brunet.

Hunter Madsen



Hunter Madsen recently took up the reins of Canwest's west coast publishing division, where he is responsible for growing online audiences and revenues for The Vancouver Sun, The Province, and The Times Colonist, among other leading news brands in the region. He also contributes to the strategic team charged with accelerating the extension of Canwest publishing into the realm of digital media.

In response to this honour Madsen remarked: "Usually such recognition comes to people who are fortunate to represent extraordinary teams, as I have been able to do at both Yahoo! Canada and Canwest."

Prior to joining Canwest, Madsen led the marketing team at Yahoo! Canada for two years, having previously developed systems to analyze ad campaign performance, execute online promotions, and conduct complex behavioral ad-targeting at the company's Silicon Valley headquarters. He holds a doctorate in social sciences from Harvard University.

"Staying ahead requires restless dissatisfaction with everything you've ever tried, up to now, to reach and motivate customers online," says Madsen. "The digital medium is a universe expanding at the speed of light, so to stay ahead you must resign yourself, and commit yourself, to being a fast follower on every conceivable front."

Jeff Smith



Jeff Smith joined TD Bank Financial Group Marketing in June of 2008 as Associate Vice President Digital Marketing. He is responsible for leading digital innovation for TDBFG Marketing and connecting TD with digital audiences in new and unique ways.

"I've always been on the client side, so I hope what I've done is advanced organizations' view of the digital industry and how it relates to the overall customer experience," says Smith. "In a lot of my roles that's meant taking digital from nothing and bringing it into components of the organization."

Smith co-chaired the 2006 Digital Marketing Awards and he holds a Bachelor of Arts in Sociology and Economics from the University of Toronto.

"If you're able to put yourself in the shoes of who's going to be engaging with whatever you're building then I think you're on the path of success," says Smith. "For an individual to succeed in this industry you really have to have a blend of both the business side of things but also have a pretty solid understanding of technology. And then really at the end of the day it's about bringing your colleagues along on the journey with you and trying to increase their digital knowledge."

Jim Osborne



In his role as Director, Ecommerce for The Home Depot Canada, Jim Osborne is responsible for online strategy as well as the day-to-day operations of HomeDepot.ca, which serves as both a commerce channel and a research tool for associates and customers.

Jim joined The Home Depot team in January of 2009, after serving as Vice President, Ecommerce & Online Marketing at Loblaw companies. At Loblaw, Jim was accountable for all online activity across the network, including brands such as President's Choice and Joe Fresh Style. Jim also spent 10 years at Sears Canada in a variety of senior roles, including leading Canada's largest online merchant, Sears. ca. Jim holds a Bachelor of Commerce from McMaster University.

"It is an honour to be recognized in the same class as the other individuals on this list," says Osborne. "I don't know that I'd consider myself a 'cutting edge' kind of guy. I would classify myself as a guy who respects the cutting edge and is very intrigued by new developments but balances it with a keen awareness of fundamentals and reality. "

Joanna Track



After 12 years of working in marketing, business and advertising, Joanna Track was bit by the entrepreneurial bug and founded Sweetspot.ca. The first newsletter went out in Toronto in June of 2004 following six months of brainstorming and development, and today the site boasts 75,000 subscribers and six additional newsletters.

"Five years ago, I was working alone, in my apartment, with no salary," says Track. "Today, our team includes 25 extraordinary individuals, and our site now boasts a powerful online presence. Building this company has truly been a sweet experience, and I feel very honoured to be recognized."

Track holds a BA in Mathematics from the University of Western Ontario and an MBA in Finance from Schulich School of Business. She began her career in the marketing departments of a variety of companies including The Loyalty Group and Club Monaco, before landing at Ogilvy & Mather where she worked on key global accounts, including Amex, FedEx and SAP.

"This dynamic environment requires us to think quickly, be strategic, and always stay aware of the latest and greatest developments," says Track. "By being 'in the know', we can continue to bring our readers the best curated content across all sections of our site."

Joanne Acri



As Marketing Manager for Yahoo! Canada and Yahoo! Quebec, Joanne Acri is instrumental in developing strategy and positioning for the brand, as well as original online and offline advertising campaigns. She works closely with international teams and brings uniquely Canadian flavour to all programs. She is leading the Canadian team on the global rebranding of Yahoo! and was instrumental in developing Yahoo! Canada's largest-ever original branding campaign, which included television, in-theatre and online executions.

"Staying on the cutting edge takes a passion for online, keeping on top of what's new, what's changing and how we can bring all these together and make it work for a brand," says Acri. "I write, tweet, post, and talk with people who are involved in this space now and how it will evolve in the future. It's an amazing place to be, always changing and always new things to learn."

Joanne began her online career over a decade ago at GlobeandMail.com, before eventually becoming part of Bell Globemedia Interactive where she was responsible for all consumer and trade marketing for TSN.ca. Prior to making online marketing her main focus, she worked at Sony of Canada conceiving print and direct mail campaigns.

Jonathan Carroll



Jonathan Carroll, President of itravel2000, co-founded the company in 1994 with long-time best friend Jeffrey MacKenzie. In October 2006, Carroll worked with Travelzest plc on the successful acquisition of itravel2000 by the British travel company and in June of 2009 was named CEO of Travelzest plc.

"It's such an honour to be recognized by my Canadian colleagues as a top online marketer for the year," says Carroll. "We take such pride in our business and the need to stay current that having itravel2000 recognized, means a lot to both myself and the others involved who have helped make this distinction possible."

Carroll participates in various charity events and is a founding Board Member of the Lakefield College School Foundation, which also boasts his Royal Highness, the Duke of York as a Trustee. In 2006, Jonathan Carroll was awarded the prestigious Top 40 Under 40 Award.

"Staying on the cutting edge of online marketing is certainly an enviable task these days considering the pace at which we are changing and moving forward," says Carroll. "Openmindedness and the need to surround yourself with people who have various strengths from both a marketing and IT standpoint is essential."

Linda Burlison



Linda began her career at one of Canada's early interactive agencies - Caught in the Web (Personus). For 10+ years, she has worked with companies like Mercedes, Nestle, Coke, ZipCar, Circuit City, CIBC, Nintendo, Labatt, Olympic Bid, Vonage, Beer.com, Organic, D3, BrandWorks and henderson bas, driving business results online.

Career highlights include:

- Turning henderson bas' media business into the agency's fastest growing division as Director of Digital Media & Analytics; being the first to successfully introduce search engine marketing and social media to the agency and its clients; building the client list from two to ten and building the best media team there ever was. Division clients included Nestle Canada, Maple Leaf, Dr. Oetker, Capital One, Mercedes-Benz, Molson, Nintendo, Circuit City, Lainey Gossip, Primus, TV/Canadian Idol, Ontario Securities Commission, and CAA.
- Growing a Search Marketing practice with hearty pirates from a traditional agency (Brandworks); launching Vonage and Nikon's first Canadian PPC campaigns; simultaneously running a Search Marketing consultancy, working with clients including National Geographic, DaimlerChrysler, Delvinia Interactive and BBDO.
- Speaking at Toronto SES 2007; Sheridan College; Canadian Marketing Association's 2005/6/7/8
 Digital Marketing Conference; and the CMA's Digital Marketing course; becoming one of the first 100 people worldwide to become a qualified Google Adwords Professional.
- Having the honor of managing, working under, working with and learning from so many creative, dedicated, inspiring leaders and friends in the Toronto online advertising community.

The two certificates that hang in Linda's house in Milton represent her achievement of an MBA from McMaster University, and a National Achievement Award for Distinguished Performance in the Field of Amateur Sport.

Louise Clements



As Regional Vice President, Head of Sales for Facebook in Canada, Louise Clements is responsible for establishing and managing Facebook's advertising sales operations based in Toronto. As part of Facebook's commitment to its growing network of Canadian users and advertisers, Clements works to develop strategies and solutions that help them leverage the power of the social graph.

Clements has 15 years of management experience in digital media, overseeing sales, operations and marketing. Before Facebook, she led the strategic development, revenue, and audience growth for all of Rogers Media's consumer brands for five years as Vice President of Digital Properties. She also worked at several other leading media and digital companies, including AOL as Interactive Marketing Manager, Sympatico as Vice President, Sales and Vice President of Market Development at Bell Globemedia where she oversaw the creation of digital out-of-home networks.

Louise is fully bilingual and has served on the Board of Directors of the Interactive Advertising Bureau of Canada and as co-chair of the 2006 and 2007 Canadian Marketing Association's Digital Marketing Conference. She is currently actively involved in several CMA committees, and serves on the advisory board of She's Connected, a women's social network site.

Mark Nicholson



Michael Oldewening, Director of Marketing for Canpages, has been providing senior-level marketing leadership in the local online search and directories publishing industry for more than a decade.

"I tend to focus on the accomplishments of the team as whole rather than my individual contributions, so it's a great honour to be acknowledged in such a public way," says Oldewening. "At the end of the day, I'm lucky to be a part of a company I consider to be one of the most innovative in Canada."

Oldewening was the driving force behind the go-to-market strategies of several Canadian firsts for Canpages.ca, including the launch of Street Scene, a 360-degree virtual city search tool, as well the company's rapidly expanding line of mobile search applications.

"One of the greatest advantages to online marketing is that it offers the potential for immediate results and unparalleled measurement, so if something doesn't work, you have the ability to see that very quickly and change it," says Oldewening. "It also requires innovation. I live by the words of our CEO, Olivier Vincent: 'Take your idea and vision to market, don't wait for consumers to tell you what they want. If you do, it is too late'."

Michael Oldewening



"With so many great online marketers in Canada, I definitely don't feel deserving of this nomination but I am extremely flattered to have received it," says Mark Nicholson, Head of Online Experience for ING Direct Canada. "I am only as good as the people I work with, and I am very fortunate to be part of a dedicated and passionate team that strives for excellence each and every day."

As the Head of Online Experience for ING Direct Canada, Mark Nicholson helps generate the vision and strategy required for his company to deliver a superior online experience for its clients. His focus is client experience, web development, and streamlined online banking, all enhanced by a creative delivery. Nicholson also developed and continues to oversee the execution of ING Direct's social media strategy, with the aim of growing the bank's online presence in existing and emerging social spaces.

"Staying engaged within the online space is really the key to staying on the cutting edge of online marketing," says Nicholson. "There are brilliant people all around us that are constantly pushing the envelope on what is possible and it is from those people I try and leverage inspiration and knowledge."

Mitch Joel



Mitch Joel is President of Twist Image, an award-winning digital marketing and communications agency. In 2008, he was named Canada's Most Influential Male in Social Media, one of the top 100 online marketers in the world, and was awarded the prestigious Canada's Top 40 Under 40.

"I don't necessarily see myself as someone who's on the cutting edge," says Joel. "I think it's really more about staying in the present and seeing what people are using and what they're connecting with online and trying to help brands connect to them."

Joel's newspaper business column, New Business — Six Pixels of Separation, runs bi-monthly in both The Montreal Gazette and Vancouver Sun, and his monthly column, Ultraportable, is featured in enRoute Magazine. His first book, Six Pixels of Separation, was published in September 2009.

"I don't like focusing on what's next," says Joel.
"I think there are so many things happening right now that many of us are just beginning to tap into that I tend to be much more focused on the present and the platforms that are currently around and how we can engage rather than looking around the corner."

Owen Sagness



"When you recall some of the great digital media campaigns of the past year, advertisers that found partners that took care of the complexity of digital media so that the marketers and advertisers could then focus more on what they do best, amazing creativity and smart, effective planning, was and will continue to be a major factor of success," observes Owen Sagness, Vice President and General Manager, Consumer and Online. Microsoft Canada Co.

Sagness is responsible for driving the business strategy for consumer PC, Mobile, and some of the country's leading web-based services under the MSN and Windows Live brands, including the Sympatico.MSN.ca portal, Windows Live Hotmail and Windows Live Messenger. He is also accountable for the Microsoft Live Search and the launch of the Microsoft Advertising brand and portfolio of services.

"Across the industry, marketers and advertisers are embracing the global movement to digital and it remains a huge growth opportunity," says Sagness. "At the same time, the industry continues to struggle to understand and take full advantage of the intersection of consumers and technology. Technology provides opportunities to build powerful brands and to deepen direct relationships with consumers wherever and whenever they are."

Paige Malling



Paige Malling joined Sears Canada in 2008 as Director of Interactive Marketing and Community. She oversees all interactive initiatives including SEM, SEO, online media, social media, email marketing, shopping engines, contesting and affiliate marketing. She is also developing and increasing the Sears community participation online through usergenerated content and online engagement.

"It was very humbling to be nominated," says Malling. "I congratulate all the other winners and it is especially great to have my colleague, Sarah Trimble, as a fellow nominee." A graduate of the Schulich School of Business' International MBA program, Maling previously handled Home Depot Canada's online advertising strategy for the e-commerce business as well as online marketing initiatives for the bricks-and-mortar business.

"Cutting edge online marketers try new things and take risks," says Malling. "Some programs will fail and others will succeed. The best online marketers are those who are able to navigate all that the internet has to offer while creating a marketing mix that engages customers on a variety of levels. Successful online marketers also realize the importance of web analytics and know how to take action from data without losing creativity or originality of ideas."



Patricia Brusha



As co-founder of A Couple of Chicks e-Marketing, Patricia Brusha espouses an integrated, non-intimidating approach to internet marketing and web strategy. With 31 years of experience in the hospitality industry combined with extensive experience managing SEO and paid online advertising strategies for a variety of clients, Brusha is helping to revolutionize the Canadian tourism industry.

Brusha and her partner, Alicia Whalen, are co-founders of Online Revealed Canada, the first and only conference in Canada dedicated to educating tourism professionals about online marketing. They also educate about SEO and online marketing best practices with their popular Get Cracking e-marketing workshops, and they published the first of a series of books on online marketing in May 2009.

"Staying on the cutting edge requires getting the basics down," says Brusha. "The first step is to understand who your customers are and where they are on the internet. Once you begin to play in these channels, you need a strategy. It is sad to see someone start a blog and never write or a fan page on Facebook with no fans. Finally you need to measure results. Online marketing is the most measurable source of marketing and analytics will guide you to the next best thing!"

Peter Watanabe



Peter Watanabe has been the Director,
Marketing for the Business Delivery division of
Staples Canada for the past three years. His
team is responsible for customer acquisition,
retention and share of wallet development for all
direct marketing channels including catalogue,
direct mail, telesales, email and search.
Watanabe also oversees the division's two main
websites. Staples.ca and StaplesPreferred.ca

"I am honoured to be part of the 40 people on the list representing a wide variety of experience and background, all with a common goal to leverage online marketing as an effective marketing vehicle to drive sales and customer growth," says Watanabe.

Prior to joining Staples, Peter held various marketing leadership positions at Fedex Canada (online and product development) and was part of the market opening team to bring Starbucks Coffee to Eastern Canada.

"The beauty of our medium is easy access to information," says Watanabe. "Online marketing has been around long enough to delineate between core vehicles that have a proven track record, for example email, web, search, and emerging vehicles like social media. You have to manage the core vehicles with the same rigor as traditional media, KPI measurement, ROI, while at the same time taking a more entrepreneurial approach to new media."

Renee Sorese



In her role as Manager, Mobile Marketing Support for Samsung Electronics Canada Inc., Renee Sorese focuses on providing strategic go-to-market direction and intelligence to the wireless division. She joined Samsung in 2006 as the Manager of Interactive Marketing, overseeing the development and execution of the Canadian marketing strategy, and in 2008 was appointed Manager of Corporate Marketing and PR, where she launched Samsung's Canadian Green Strategy and was responsible for developing strategic marketing plans across the divisions.

"I'm very fortunate in that I have been able to take on projects that excite me and provide a great deal of fulfillment," says Sorese. "I've concentrated on meeting my organizational objectives rather than gaining accolades so being acknowledged for that commitment is intensely gratifying."

Sorese has 11 years of marketing experience, having worked for top brands in the financial services and consumer electronics industry. She is a graduate of Queens University and furthered her management training at the Schulich School of Business' Master's Business Administration Marketing Program.

"It's so important to differentiate trends or chatter, and find fun and clever new ways to leverage new tools and content that are created every day while still meeting business goals," says Sorese.

Ricardo Poupada



As Co-Founder and General Manager of AskMen.com, the largest men's lifestyle website in the world, Ricardo Poupada is responsible for leading the company's operations and managing its strategic direction and growth. He leads a management team that includes editorial, business development, finance, marketing, and development departments.

Together with his team he seeks to increase AskMen.com's content coverage and define its voice, work with advertisers on correctly targeting the male demographic, increase readership, and generate new revenue streams.

"I'm honoured by the recognition by Click! Weekly and my peers in the industry, and hope to serve as an example of how Canadian companies can think and market beyond their borders, to capture a worldwide audience," says Poupada. "In my particular case, utilizing our Canadian sensibilities has given AskMen.com a global perspective in marketing to men that has allowed us rise to the top of our market."

Poupada is a graduate of Concordia's John Molson School of Business, an active member of the Enterepeneur's Organization (EO), and a recipient of the Montreal Young Chamber of Commerce Entrepreneur of the Year Award in 2005. Poupada is also a regular conference speaker, most recently speaking at the Marketing to Men and IAB Canadian Roadshow conferences.

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Roger Dunbar



As Vice President Development & Marketing, Roger Dunbar leads the digital business and marketing efforts for the Globe and Mail. This position is the culmination of a diverse career in marketing, sales, strategic planning and general management.

In response to this recognition, Dunbar jokes "Obviously it's very flattering, particularly at a time when on a daily basis I think I might be losing my mind."

Dunbar completed an Honours Bachelor of Business Administration from Wilfrid Laurier University and graduated from the Rotman School of Business with an MBA. He has worked for a number of top tier organizations including J. Walter Thompson, Colgate Palmolive Canada, and The Walt Disney Company. He serves on a several private and public boards including the Canadian Marketing Association and is past president of the Make A Wish Foundation's Toronto Chapter.

"Stay curious all the time, keep learning, throw out the non-essential numbers and the technical mumbo-jumbo," advises Dunbar. "Surround yourself with smart, curious people. And never forget people are human beings with an infinite capacity to do the unexpected but for the most part we all share the same underlying wants and needs."

Sandra White



As the Director of Internet Marketing and DRTV at Northern Response International, Sandra White drives revenue through integrated marketing strategies and business plans. Her team's accomplishments include overachieving sales targets by 181%, winning a 2007 Web Marketing Association Award, and a 2008 Electronic Retailing Award. White also sat on the Web Marketing judging panel in 2008 and 2009.

"To have the people I work with and respect nominate me and recognize my skills and achievements is really fantastic," says White. "I am constantly reading and aligning myself with smart, talented people. Plus I test everything at least once to see if it will have any impact on my project."

White has created numerous websites, landing pages, blogs, social marketing campaigns, order processing/fulfillment systems, CRM systems, and search engine campaigns, and she is responsible for analytics, media buying, vendor relationships, telemarketing, customer service and more. Prior to joining Northern Response, she was the Internet and Marketing Channel Manager for infoCANADA/infoUSA and has nine years of marketing experience.

Sandra has completed her Marketing Management Certification and her Creative Advertising Diploma. She is a familiar face at the Internet Retailer Conference and the Electronic Retailing Association's Annual Trade Show and Conference.

Sarah Trimble



Sarah Trimble manages the email and affiliate programs at Sears.ca, where she is the Interactive Marketing Manager. She has extensive experience with Omniture's analytic suite and Google Analytics.

"This is an honour but I am cautious because it comes back to the work," says Trimble. "There is a ton of inspiring work out there by different agencies, organizations, and freelancers. In that way digital is a real equalizer, anyone can be good at it. At the same time this is a collaborative business that maps deeper into typical organizations than offline marketing does, so to say one person is better than their team or company seems immodest."

Before joining Sears, Trimble managed the search program at Chapters.Indigo.ca and before that she did strategic marketing for a multinational book publisher. Sarah holds a degree in Business from Wilfrid Laurier University.

"Things move fast enough that it is unwise to think you can stay on top of it, but generally to be successful you need to be balanced," says Trimble. "You need to be analytical but avoid paralysis. You need to be persuasive without over promising and you need be on top of trends without losing sight of the longview."

Simon Jennings



Simon Jennings joined Torstar Digital as President of Olive Media in January 2006, and led the launch of Olive in July 2006. Since then he has guided the development of the firm's presence in the online advertising market and overseen the growth of the organization from five to over 50 employees.

"It's nice to know that there are finally enough people in our industry to warrant a list," says Jennings. "The whole industry is extraordinary when you consider how significantly it has changed the media landscape and how quickly and frequently innovation continues. I love being a part of it."

Before joining Torstar, Jennings spent five years at Yahoo! Canada as their National Sales Director and prior to that he led the media sales business at DoubleClick Canada. In the early 1990s Jennings developed and launched ClickThrough Interactive, Canada's first online advertising network.

Jennings recently stepped down from the board of the IAB after six years of service and has represented the Internet on the Board of the Advertising Club of Toronto. He has been a member of Association of Internet Marketing and Sales (AIMS) since the mid-1990s and currently sits on the Board of Directors for the Learning Enrichment Foundation.

Sophie DeLadurantaye



Sophie DeLadurantaye's passion for the online space has led to her most recent role of Manager, Online Channel Marketing at Canada Post. She has been responsible for the development of Canada Post's first online store for consumers and led large-scale advertising campaigns driving customer adoption of Canada Post ca

"Being an online marketer means embracing the web and all its possibilities," says DeLadurantaye. "I take great pride in the recognition of my efforts to bring the Canada Post brand to consumers in a relevant and compelling way, whereby we can more effectively meet their growing expectations and needs."

DeLadurantaye believes in the use of the online channel as a strategic pillar of the marketing mix, having created comprehensive programs to facilitate search engine marketing and optimization, email marketing, display advertising and web analytics across the company.

"I believe in having a taste of your own medicine and am an avid consumer of RSS feeds and newsletters, which are now part of my daily routine to ensure the latest news makes its way to my desk and my latest campaigns," says DeLadurantaye. "Most importantly, I listen to the customer and make campaign measurement the basis of learning and optimizing for the future."

Steve Mykolyn



Steve Mykolyn combines his passion for books and film with 10 years of experience producing award-winning campaigns for clients including Sony, Levi's, Nike and MINI as TAXI's Creative Director of Interactive and Design.

"I think to really be ahead of things you have to look at what people are doing in other fields, whether it's science or art, and look at new technology that might be used for some functionality," says Mykolyn. "If you can add a creative idea to that functionality it becomes more than the sum of its parts."

In 1997 Mykolyn wrote and directed El Dia La Noche Y Los Muertos, an award-winning documentary about Mexico's Day of the Dead Festival. His books include the writing and design of Amusing World for photographer Russell Monk as well as Metal Leather Flesh, an exploration of motorcycle culture.

"The most fulfilling part of being a creative is finding new ways to do things," says Mykolyn. "It doesn't matter whether it's in marketing or in art or in anything, the key is to be fresh, and that means doing something that, you hope, no one has done before. The fresher it is the more attention people will pay to it."

Sylvie Bourget



As Aeroplan's Senior Vice President, Marketing and eBusiness, Sylvie Bourget leads the marketing team responsible for customer relationship management, market research, brand intelligence, and planning and execution of all marketing programs. She also oversees the design and evolution of Aeroplan.ca, as well as the development and growth of revenue for Aeroplan's eBusiness channels.

"I'm very honoured to be with a really extraordinary group of marketers, this is a great surprise," says Bourget. "I'm very personally pleased but obliviously the efforts of the large and very competent and exciting team behind me are what make it all happen."

With over 25 years of experience in sales, brand management and marketing, she believes that in order to be successful, online marketers have to be comfortable with a certain amount of risk taking. "Everything that's digital is evolving so rapidly that you have to be comfortable implementing strategies and plans in an environment that is somewhat unknown," she says.

"You have to keep the consumer at the centre of the strategy, remember that we're doing it for them. You can't lose sight of that, it has to be both consumer-relevant and extremely easy to use. That is definitely a key to success."

Tara Hauser-Pope



1. What does it mean to you that your collegues nominated you as one of the most extraordinary minds in the industry?

I work with a lot of amazing people and certainly couldn't it without them, so it is very flattering.

2. What do you think it takes to stay on the cutting edge of online marketing in Canada?

It is important to engage a variety of people with diverse talents and always approach new ideas with an open mind, and a focus on objectives. I am also a big fan of stepping a little bit outside of my comfort zone, trying new things and measuring success. It doesn't always work the way I thought it would but the learning almost always contributes to future success.

Tara Hauser-Pope, Senior Manager, Interactive Marketing, Coca-Cola Ltd. Canada

Tara Hauser-Pope is the Senior Manager of Interactive Marketing at Coca-Cola in Canada. responsible for iCoke.ca. Tara brings ten vears of Interactive Marketing experience to Coca-Cola. Previously, Tara worked at a variety of top interactive advertising agencies in Toronto including henderson bas.

Tara is a graduate of Queen's University with a degree in Economics. Tara's favourite things include travel, tennis, friends & family - not necessarily in that order.

Therese Edwards

Therese Edwards is Bell Canada's Director of Brand for Digital, responsible for maintaining Bell's online brand on more than 100 online sites, including microsites and satellite sites. She oversaw the highly successful rebrand of Bell's website, which launched in August 2008.

"To stay on the cutting edge of online marketing, you have to go back to the basics," says Edwards. "Too often, people try to run before they can walk. Know who you are speaking to and what their needs are. Have a long term plan and stick to it. There should always be room to zig or to zag, but the main trajectory shouldn't stray too far to either side. You need to have the basics done properly, there is no point trying to do something fancy if your clients can't get the basic information they need quickly and easily. You need to commit to whatever you're doing and not pull the plug at the first bump in the road."

Edwards has twelve years experience in the telecommunications industry, having gotten her start at Clearnet. She sits on the Marketing committee for the National Ballet of Canada and has volunteered with Women in Progress in Ghana.

