

# Insight. Strategy. Execution.



Singer founded Entrinsic, a social communications agency that became an industry leader in data-driven digital engagement and was acquired in 2014. Singer helps leaders and teams tackle strategy development with creativity, entrepreneurialism, and a relentless focus on growth. He has consulted with **Google, Canopy Growth, RBC, Coca-Cola, the Museum of Modern Art (MoMA),** scale-ups across **fintech, SaaS, cannabis, blockchain** and **advanced manufacturing**. Singer is an angel investor and advisor to founders.

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Marketing strategy leader with a record of concrete results as an entrepreneur, intrapreneur, CMO, and independent consultant

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Advisor to established firms assessing new business models and technologies, and to start-ups and scale-ups navigating exponential growth

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Expertise in branding, strategic planning, integrated communications, data insights, digital marketing, and program design and rollout

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Broad sector experience, including financial services, tech, cannabis, retail, energy, loyalty, B2B, and government

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Able to quickly define, articulate, and sell in leading-edge strategies and marketing programs

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Skilled at building and managing teams that succeed and scale

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Thought leader: published in *Harvard Business Review* and *Strategy & Leadership*. Creator of CaseCamp, Canada's first Social Media Conference

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## **Selected Board Membership & Marketing Advisory**

ExpertFile: 2018–Present

ClearLeaf Labs: 2018–Present

Ontario Wildlands League:  
2015–Present

Webby Awards, Canadian  
Ambassador: 2011–2014

Museum of Modern Art, NYC:  
2009–2011

## **Selected Publishing**

*Harvard Business Review*

*Strategy & Leadership*

*Canadian Business*

*Strategy Magazine*

## **Awards**

Ones to Watch,  
Canada's Top Marketers Under 30,  
*Marketing Magazine*, 2006

## **Richard Ivey School of Business**






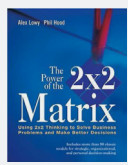




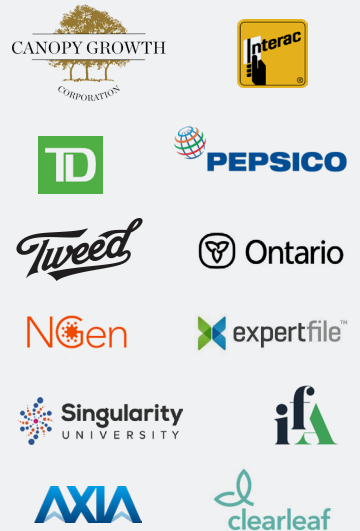
Honours Business Administration,  
April 2001

Dean's Honour Roll with Distinction

## **Interests**

Waterskiing, pinball, ocean liners,  
Northern Ontario road trips

# Eli Singer Chronology

	2001–2005	2005–2008	2008–2014	2014–2016	2017–2019
COMPANY					
	<b>Strategist</b>	<b>Managing Director</b>	<b>Founder &amp; CEO Business Development Strategic Leadership</b>	<b>CMO CSO</b>	<b>Marketing Advisor Independent Consultant</b>
POSITIONING	<p>Fortune 100 Consulting with Don Tapscott</p> <p>Researcher for business strategy bestseller <i>The Power of the 2x2 Matrix</i></p>	<p>Created Canada's first social media agency practice area</p> <p>Led strategy for Facebook Canada</p>	<p>Digital transformation and branded content for Tier 1 clients across North America</p> <p>Professional service agency, 25+ people, \$13M revenue</p> <p>Analytics-based insights driving strategic creative</p> <p>Close partnerships with senior brand, marketing &amp; digital teams</p> <p>Industry thought leadership: produced Social Media Week</p> <p>Acquired after 5 years</p>	<p>Post-acquisition</p> <p>Product &amp; new business development</p> <p>\$13M capital raised</p>	<p>Scale-up &amp; transformation practice</p> <p>Work closely with founders &amp; senior teams</p> <p>Focus areas including Fintech/Blockchain, SaaS, Cannabis, Advanced Manufacturing, Ageing</p> <p>\$300M+ raised for clients</p>
SAMPLE CLIENTS	 				

## Eli Singer Core Expertise

	CEO/Board Advisory	Brand Strategy	Exponential Growth Planning	Analytics & Insights	Digital/ Integrated Comms	Content Marketing	Experience Design	Operating Model Design
	Opportunity assessment, partner evaluation, visioning	Positioning, primary/secondary research, identity, community design	Capture first-mover advantage, marketplace, pivot, repositioning, leverage new opportunity	KPI design, data acquisition, insight process, dashboard development	Plan development platform selection, campaign architecture	Lead-gen, creative development, legal approval, distribution, evaluation	Value proposition, customer-centric, leverage competitive advantage	Team architecture, role design, budget planning, hiring process, performance
Advanced Manufacturing								
Arts & Culture								
Auto								
Blockchain								
Cannabis								
CPG								
Financial Services/FinTech								
High Tech/Exponential								
Media/Entertainment								
Non-Profit								
Pharma								
Retail/eTail								
SaaS								
Social & Environmental								
Telecom								
Travel/Tourism								

# Eli Singer Core Expertise

## Financial Services/ Fintech/Blockchain

### Aeroplan

- Original organizational mobile & social media strategy.

### AXIA

- Acting CMO for stealth-mode blockchain currency project, launching globally Q3 2019.

### BMO

- Digital Strategy – Social ecosystem design & strategy across all platforms
- Analytics Report Development and Design
- Organizational social media playbook, inclusive of legal
- CEO Blog & expertise video series
- SmartSteps Digital Program across multiple LOBs with industry first blog strategy:
  - SmartSteps for Small Business
  - SmartSteps for Homeowners
  - SmartSteps for Parents
  - SmartSteps for Students

### Interac

- Developer Community program

### ING Direct

- Digital analytics and insights to improve performance of social content.

### RBC

- Digital/Social Strategy – Articulation of organizational strategy with positioning across all touchpoints
- Social Media AOR – Responsible for developing strategic content for LOB's, facilitating approval, posting and reporting
- Analytics Dashboaring – Redesign of social reporting templates with weekly/monthly/quarterly delivery
- World Junior Hockey Sponsorship Activation – Hockey Never Stops YouTube & broadcast spot, with The Globe and Mail coverage
- RBC Blue Water – Social engagement program supported by video
- Home Equity Finance (HEF) – First Time Homebuyers program featuring 'The Mortgage' YouTube video campaign, The Globe and Mail coverage and monthly Twitter mortgage chat program
- AVION – Social activation to support in-market programs
- Olympic Sponsorship – Developed two fully integrated creative campaigns to support Olympics sponsorship
- Students – Back to School – 'Bank To School' video engagement program

### TD

- Original Facebook Strategy delivered in 2008
- UGO Wallet, user adoption strategy
- Innovation Process Design

## High-Tech/SaaS/ Telecommunications

### ExpertFile (Pre Series A SaaS)

- Closely partnered with Co-Founders to reposition for corporate marketplace. Included rebrand, new website, whitepaper and integrated sales, inbound, content & social programs.

### GE

- Executive engagement program

### Google Canada

- Social strategy & community management for Google Canada's Blog & Twitter

### Google Pride

- Rollout of Google's sponsorship of Pride Toronto. Program included documentary short-film series (award winning), parade float, influencer activation and rollout in Google+.

### G+ Local

- Strategy development for rollout of Local for small businesses across Canada.

### Google Partners

- B2B community program for verified Partners agencies across North America. Scope included original strategy, program design, and a large team to manage the private international community within G+ over several years.

### NGen

- Brand development for Canada's \$500M Advanced Manufacturing Supercluster

### Nokia

- Transmedia storytelling program to support Canadian Launch of E71 Smartphone.

### Ontario Government

- Led development of new global brand/marketing program to attract FDI into Exponential Tech sectors. Managed 30 person team with multiple outside vendors.

### Rogers

- Gamified social media loyalty program that reduced churn of premium channel subscribers.

### Rogers Chatr

- Digital brand building and customer acquisition program

### Travelocity

- AOR social media. Analytics based content, media and campaign strategies boosted bookings by 35%.

# Eli Singer Core Expertise

## Arts/Culture/Social Responsibility/Environmental

### Art Gallery of Ontario (AGO)

- Canada's first Blogger PR event.

### Astom

- Global climate change community engagement program.

### Museum of Modern Art (MoMA)

- Advisor to CMO, development of global social media strategy with embedded audience development and revenue model.

### Ontario Wildlands League

- Branding for Paddle the Rouge, celebrating the launch of the world's largest urban national park.

### Roy Thompson Hall/Massey Hall

- Creation of Soundboard, the content masterbrand for all RTHMH publications including playbook, blog and social media.

### WE Day/Free The Children

- Digital audience insight project and overarching social strategy to grow partner sponsorships and audience engagement.

## Cannabis

### Canopy Growth/Tweed

- Digital experience & ecosystem development for lead consumer brand Tweed. Included integrated mobile, retail, AI, AR and 1:1 components.

### Clearleaf Labs

- Development of world's first CBD Ingredient Brand program.

## Healthcare

### International Federation on Ageing

- Rebranded the International NGO working with global partners (UN, WHO, EU) on this important megatrend.

### Canadian Blood Services

- Development of organizational social media strategy, community engagement playbook and internal staff training.

### Canadian Breast Cancer Foundation (CBCF)

- Social media campaign to support the Run, including national social strategy and blog development.

### Kaiser Permanente

- Strategy development for first of its kind cancer community connecting doctors and patients in conversation about resources and advice.

### SickKids Foundation

- Delivery of the hospital's first video fundraising program, which generated a significant lift during the Radiothon.

### SickKids Hospital

- Authorship of the hospital's original social media privacy guidelines for staff, patients and visitors.

## Consumer Packaged Goods

### Coca-Cola

- Coca-Cola's first masterbrand blog, execution included strategy, design, development & content
- Analytics and reporting templates for all social touchpoints
- Social content Agency of Record, developed and deployed content across all platforms to support in-market campaigns, partner initiatives, and media opportunities.

### McCain

- Masterbrand digital strategy, analytics and content strategy
- SKU support – integrated creative campaigns with digital influencer activation

### Purina

- Development of CRM program to build lifecycle relationships with customer base.

### Staples

- Small business focused online community development, including the organizations first blog globally.

### vitaminwater

- Developed global social media playbook. Canadian social AOR. Social content activation at Cannes film festival.

### Walmart

- New mom lifecycle content strategy.

## Media/Entertainment

### Cineplex

- Creation of FanScreen digital engagement program, and national social media content strategy to grow attendance and integrate with release calendar

### CTV Olympics

- Blog strategy, design and development to support 2011 winter games.

### eOne

- Social activation programs to support TV and Film releases, including the most successful Twitter party globally for the launch of Twilight Breaking Dawn

### Second City

- Development of brand, website and sales collateral for the RealBizShorts B2B education program.

## Auto

### AVIS

- National communications campaign to differentiate and acquire customers by highlighting new mobile features.

### Ford Motor Company

- In 2008, developed Ford's first holistic integrated social media strategy in-concert with Global Digital and Multimedia Communications and agency partners.

### Kubota

- Digital communications program to grow awareness and sales to hobby farmer retiree.