



# SPEAKER PROFILES





## ANDREW BULMER PRESIDENT

Andrew Bulmer is President of Active International's Canadian Division, a global media and asset solutions company. Andrew has spent a 20+ year career leading teams and building business for iconic global brands in North America, including Molson, Redbull, and OfficeMax (Grand & Toy). A high energy and goal-driven executive, Andrew approaches each new business challenge with a focus on innovation, shaping corporate culture, and measured risk-taking to drive bottom-line results.

Since joining Active International in 2011, he's delivered significant change and innovation to the business. With the media industry in a major state of disruption, his strategy is built on a culture of trust and strong values all tied to performance. This transparency with clients, agencies, and media providers enable them to build and sustain long-term relationships in the media industry.

- Employee Satisfaction Scores have jumped from 76% in 2013 to 92% in 2018
- Accelerated bottom line growth in the past 3 years (236%)
- Active has Received the Globe & Mail's Employee Recommended Workplace designation for 2017,2018,2019

Andrew's perspective on business, leadership, culture and human capital have been published in publications such as the Financial Post, Supply Chain Canada, Purchasing B2B, and MMD Magazines. He has spoken at a number of events including the Deloitte Human Capital and Supply Chain Management conferences.

Andrew holds an ICD Director designation and is currently on the Board of Directors for CannTx, an innovative private company in the Canadian cannabis market. Andrew volunteers his time as a member of the Board of Directors for motionball in support of Special Olympics Canada. He was previously an honorary Chair of the Road Hockey to Conquer Cancer event, and Chair of the Special Olympics Annual Gala.



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# ANDREW BULMER

## PRESIDENT

### In the News:

#### **Financial Post – Anatomy of a Culture Change**

<https://business.financialpost.com/entrepreneur/a-canadian-story-anatomy-of-a-culture-change>

**CPA Magazine - Trade Secrets** <https://www.slideshare.net/AndrewBulmer/cpa-magazine-trade-secrets-dec-20140>

#### **MMD Magazine – Cover Story : Cost Saving Roundtable**

<https://www.insidelogistics.ca/wp-content/uploads/2016/10/MMD-DE-20140901.pdf>

**Auroran Newspaper - Road Hockey to Conquer Cancer** [http://www.newspapers-online.com/auroran/?p=15533&upm\\_export=print](http://www.newspapers-online.com/auroran/?p=15533&upm_export=print)

### Published Articles:

#### **Supply Chain Canada – Trading Up in the What's Next Economy**

<http://www.mirabelsmagazinecentral.com/DigitalEdition/index.html?id=f2260826-dcfa-47ac-abbc-dad970f446c0&pn=1&pv=d>

#### **MMD Magazine - Vision 2015 Reaching Higher**

<https://www.slideshare.net/AndrewBulmer/mmdvision-2015-43742223>

#### **Purchasing B2B Magazine - Six Steps to Strategic Procurement**

<https://www.purchasingb2b.ca/1-purchasingb2b/six-steps-to-strategic-procurement-success/>



## SUSANNE MORELLO

### SVP MEDIA

Susanne is a global brand, marketing and media executive with nearly 25 years of experience in business-to-business and consumer sectors. Fueled by an entrepreneurial spirit and mix of client and agency experience, she is a high-energy marketer who is passionate about innovating brands and helping businesses grow.

Currently, Susanne Morello is SVP, Media for Active Canada. She oversees the management of media strategy execution for all of Active's clients, ensuring best practices for media innovation in the use of both traditional and interactive channels. As a member of the senior leadership team, Susanne oversees the strategic growth of the company's media organization in Canada and growing relationship with clients, partner agencies and national media vendors.

Susanne is passionate about connecting big business goals to effective media solutions throughout the consumer journey. Susanne is interested in sharing a 360 perspective on marketing in the what's next economy through the lens of her client and media agency-side experience. She is a judge in the Brand Building Discipline for the 2019 CMA Awards.



# SUSANNE MORELLO

## SVP MEDIA

### In the News:

**Media in Canada: Active International hires SVP Media**

<http://mediaincanada.com/2014/01/22/active-international-canada-hires-svp-of-media/>

**Financial Post - Grand & Toy launches redesigned website**

<https://business.financialpost.com/technology/grand-toy-launches-redesigned-website>

**Ad News : Website Roundup** <http://adnews.com/28193>

**Grand & Toy's new website moves beyond products to segmented services**

<http://www.canadianreviewer.com/cr/2011/1/16/grand-toys-new-website-moves-beyond-products-to-segmented-se.html>



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## MICHAEL VILLENEUVE

### SVP SALES

Michael Villeneuve is a Sales Executive with over 23 years of combined experience in Leadership, Sales, and Account Management. Michael draws on his 10 years of experience in the CPG industry for brands such as General Electric, Mars and Exide to inform his consultative approach to problem solving.

He is currently the SVP, Sales for Active International in Canada. In this role, he helps provide commercially agile solutions to some of the toughest challenges faced by businesses in the what's next economy.

He is an active member of the Food and Consumer Products Association of Canada (FCPC) and sits on the Board of Trustees for a local charity group.

Michael is currently sharing his perspectives on developing successful sales cultures in the what's next economy.



# MICHAEL VILLENEUVE

## SVP SALES

Audio sample: [5 Questions with Mike Villeneuve](https://www.mixcloud.com/activeinternational/5-questions-with-michael-villeneuve/)  
<https://www.mixcloud.com/activeinternational/5-questions-with-michael-villeneuve/>

Article Samples: [LinkedIn Pulse: You Can't Boil the Ocean](https://www.linkedin.com/pulse/you-cant-boil-ocean-michael-villeneuve/)  
<https://www.linkedin.com/pulse/you-cant-boil-ocean-michael-villeneuve/>

[Blog: The #1 Resource to Manage Year End Inventory](http://blog.activeinternational.ca/blog/bid/347444/The-1-resource-to-manage-year-end-inventory)  
<http://blog.activeinternational.ca/blog/bid/347444/The-1-resource-to-manage-year-end-inventory>



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## JOANNE CRUMP VP INTEGRATED MEDIA

Joanne Crump is a 25+ year media veteran, passionate about helping brands in Canada to effectively reach audiences online, in print and out of home. Joanne's career spans various multinational and homegrown Canadian media agencies overseeing planning and buying, with expertise across all major client industries.

She was instrumental in building the Canadian Digital Division at Active International Canada from the ground up, and has specialized in digital for 18+ years. In Joanne's current role as VP, Integrated Media, she provides strategic guidance and support to brands as they navigate and integrate online into their campaigns.

Joanne holds several digital certifications and is an active member of the IAB Agency Council where she has played a role in building various industry guidelines, including the 2018 Brand Safety & Viewability guide and the 2019 Digital Best Practices guide. She's been both a moderator and a panelist at various events including the IAB Brand Safety Conference, the #Media360 Breakfast series, and a judge for the 2019 CMA Awards.

Joanne is passionate about sharing her perspectives on Digital Brand Safety & Transparency, Media Best Practices in the Digital Economy, and Career Advice for the Media Industry of the future.



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## STEVE MUSCAT

### VP STRATEGIC PARTNERSHIPS

With over 28 years marketing and media experience and a Bachelor of Commerce from U of T, Steve is an expert in developing trust-based partnerships in the advertising ecosystem. He has worked with the best in the business at PHD, Standard Broadcasting, CHUM, Rogers, Bell & Cue Digital Media on iconic brands including Tropicana, Mashable, Ferrero, Breakfast Television, SickKids, The Social, Sunwing, LG, Virgin, Walmart and many more.

At Active International, he oversees agency development of Active's lucrative, turnkey media offerings. He is passionate about helping small to medium sized agencies build and grow their business in progressive ways. Drawing on his broad insight from both vendor and agency experience, Steve welcomes the opportunity to share his unique perspectives on business growth through unconventional partnerships. Steve is a 2019 CMA awards judge in the MarTech Discipline.

Published  
Article  
Samples:

**Blog: Canadian Grocer CEO Thought Leader Conference**

<http://blog.activeinternational.ca/blog/canadian-grocer-thought-leadership-conference>



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## KARIM KANJI

### DIRECTOR, EMERGING MEDIA

Karim Kanji is an emerging media enthusiast and one of Toronto pioneers in podcasting. Throughout his agency career Karim has worked on both the social media strategy and execution for brands such as Nestle, Dell, GE, Nikon, Melitta, Orville Popcorn, Shreddies Cereal, CAMH, and eOne.

He is currently the Director, Social & Emerging Media for Active International in Canada – a global media and asset solutions company who place close to \$2B in media around the world. Karim has led the development and growth of the social media division since 2016, and now leads the Canadian Emerging Media department.

One of Toronto's podcasting pioneers, he's been the host of the popular Canadian "Welcome! with Karim Kanji" show since 2010. Karim loves to share his passion for everything digital through education. He was a former Chair of the iab's Digital Audio Council, a Digital Media Instructor at George Brown College in Toronto, and a digital media contributor for itbusiness.ca. He was a Co-founder XConnectTO, host of XConnectTV on Youtube, Executive Committee Member of PodCamp Toronto, mentor at [IN]cubes, and Board member at Kiddology.

Karim is passionate about sharing his perspectives on life as an "intrapreneur", as well as emerging media in the what's next economy - gaming, eSports, and digital audio. He has been an engaging guest speaker at Canadian media events – including host of the iab MIXX, and as both a moderator and panellist at Active's #Media360 breakfast series.



# KARIM KANJI

## DIRECTOR, EMERGING MEDIA

Video sample: <https://www.youtube.com/user/XConnectTV>

Audio samples: <https://podcasts.apple.com/ca/podcast/welcome-with-karim-kanji/id1128283585>

Article samples: <https://www.itbusiness.ca/tag/karim-kanji>



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## AHMED AL-WAILI

### PROGRAMMATIC, DATA & INSIGHTS

Ahmed graduated Ryerson University with a Major in Marketing and a Minor in Business Management. He has many years of online marketing experience with specialty in the programmatic space. Ahmed's career spans a number of organizations, including Chango where he helped the company grow from 9 to over 150 employees in 3 years. At Rubicon Project, Ahmed spearheaded Operations, and was later responsible for leading the Canadian Team at Ignition One.

Ahmed is currently the Director, Programmatic, Data & Insights for Active International, responsible for the fast growth of Active's programmatic business in the Canadian market.

Ahmed is passionate about Data-Driven Media Strategies and everything Programmatic. He has been called on to share his perspectives as a panelist for a variety of Media Industry events including MediaPost's Annual Programmatic Summit in the US.

Panel sample (video): [https://www.youtube.com/watch?v=igAGL3cbB\\_U](https://www.youtube.com/watch?v=igAGL3cbB_U)



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## SCOTT MILES

### SR DIRECTOR CLIENT SOLUTIONS

Hailing from Western University, Scott's years of experience in sales, media, and client experience lend a unique perspective into some of the challenges faced by manufacturers, retail marketers and agencies. As Senior Director of Client Solutions for Active International, Scott works with many of North America's leading brands to build customized, data-driven media solutions that achieve more. He is passionate about the competitive and market challenges that businesses face in the what's next economy.

Scott is currently sharing perspectives on agency/client dynamics in the what's next economy, retail and direct-to-consumer trends, and candid career advice for aspiring sales and agency professionals.

Published  
Article  
Samples:

**Blog: Brand Response to Crisis**

<http://blog.activeinternational.ca/blog/brand-response-to-crisis-fort-mcmurray>

**Tactical Inventory Management Brings Sunny Sales Forecast**

<http://blog.activeinternational.ca/blog/bid/213986/tactical-inventory-management-brings-sunny-sales-forecast>



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