

MITCH JOEL

Best-Selling Author and Digital Marketing Expert

When Google wants to explain innovation and marketing to the top brands in the world, they bring Mitch Joel to the Googleplex in Mountain View, California. *Marketing Magazine* dubbed him the “Rock Star of Digital Marketing” and called him “one of North America's leading digital visionaries.” Joel is the President of Mirum, a global digital marketing agency operating in 20 countries with over 2500 employees (although he prefers the title “Media Hacker”). He has been called a marketing and communications visionary, interactive expert, and community leader. He is also an author, journalist, broadcaster, and passionate speaker who connects with people worldwide by sharing his insights on business transformation. He has been named one of the top 100 online marketers in the world and was awarded the highly-prestigious Canada’s “Top 40 Under 40.” Exclusively represented by [Leading Authorities speakers bureau](#), Joel is a former Chairman of the Board of Directors for the Canadian Marketing Association and a former board member of the Interactive Advertising Bureau of Canada and Postmedia. Currently, he is the Chair of the Digital Marketing Council for the Canadian Marketing Association, and is an advisor for many businesses and charitable organizations.

Joel speaks frequently to diverse groups like Wal-Mart, Starbucks, Microsoft, Procter and Gamble, Unilever and has shared the stage with former President of the United States, Bill Clinton, Sir Richard Branson, Anthony Robbins, Tom Peters, and Dr. Phil. He shares insights on the future of technology and business, including how to use big data to create brand loyalists, how to drive growth in a mobile world, the five technology trends changing the face of business, and how organizations can connect to an always-connected consumer. A charismatic and funny storyteller with great energy on stage, Joel has been speaking professionally for over a decade and gives over 50 presentations every year, sharing with audiences globally how to not only adapt to but also succeed in the new digital, hyper-connected business world.

Joel is frequently called upon to be a subject matter expert for *Fast Company*, *Strategy*, *The Globe & Mail* and many other media outlets. He is a columnist for the *Harvard Business Review*, *Inc. magazine*, The Huffington Post and other magazines and newspapers. His first book, *Six Pixels of Separation*—named after his successful blog and podcast—is a business and marketing bestseller. His second book, *CTRL ALT Delete*, was named one of the best business books of 2013 by Amazon. His next book, *Algorhythm*, will look at how the future of business will blend data and creativity. Mitch is also the host of Groove–The No Treble Podcast, where he is slowly trying to build the largest oral history of electric bass players in the world.