



SPEAKER PROFILES





ANDREW BULMER PRESIDENT

After spending 15 years building business for iconic brands in Canada and the USA such as Molson Coors, Red Bull and Grand & Toy - Office Max, Andrew joined Active International as President and Managing Director of the Canadian Operations in 2011. Under Andrew's leadership, he has kept a focus on building a high performing corporate culture while delivering value to customers, partners, and community. As a result, Active Canada has been consistently recognized with numerous workplace awards and designations including Employee Recommended Workplace, Canada's Most Admired Corporate Cultures, and Great Place to Work's Best Workplaces in Canada and Ontario. Active has more than doubled its business during his tenure.

Andrew received his ICD Directors Designation in 2017. Andrew has volunteered his time at the local level coaching hockey in his community of Aurora as well as nationally on the Board of Directors of Special Olympics Canada and the Board of Directors of Motionball in support of the Special Olympics Canada Foundation. When away from the office you can find Andrew spending time with his wife and three children.

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, MMD, and HR Reporter Magazines. He has spoken at a number of events including the Deloitte Human Capital and Supply Chain Management conferences.



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ANDREW BULMER PRESIDENT

Quoted in:

[Media in Canada – Active International Expands Beyond Media](https://mediaincanada.com/2021/04/23/active-international-expands-beyond-media/)

<https://mediaincanada.com/2021/04/23/active-international-expands-beyond-media/>

[HR Reporter– Toronto Company Moves to Hybrid Model](https://www.hrreporter.com/focus-areas/relocation-travel/toronto-company-moves-to-hybrid-model/335857)

<https://www.hrreporter.com/focus-areas/relocation-travel/toronto-company-moves-to-hybrid-model/335857>

[Financial Post – Anatomy of a Culture Change](https://business.financialpost.com/entrepreneur/a-canadian-story-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) <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)

<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-dca-47ac-abbc-dad970f446c0&pn=1&pv=d)

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

[MMD Magazine - Vision 2015 Reaching Higher](https://www.slideshare.net/AndrewBulmer/mmdvision-2015-43742223)

<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/)

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



JOANNE CRUMP SVP, 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 Canadian Marketing Association's Membership Committee, as well as 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, IAB COVID-19 Blue Ribbon Agency Panel Webcast, the #Media360 Breakfast series, and a senior judge for the 2019 and 2020 Canadian Marketing Association Awards.

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

Video sample: [#Media360 Webinar: The Case for Advertising in a Downturn](https://www.activeinternational.ca/insights/videos/media360-the-case-for-advertising-in-a-downturn)
<https://www.activeinternational.ca/insights/videos/media360-the-case-for-advertising-in-a-downturn>



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KIMBERLY PRESNAIL SVP, MARKETING & CULTURE

Kimberly loves building authentic brands from the inside out. As VP Marketing & Culture with Active International, she is a member of the Canadian leadership team and supports International Brand, Communications, Marketing and People efforts across the International Division. With a symbiotic focus on marketing and people, she's helped to build an award-winning culture while repositioning the Active brand and growing the business. Her 20+ years of client and agency side experience also spans the Financial, Security and Office Supply industries.

She's a supporter of NABS, former committee member for the Special Olympics Festival, and a CMA Awards judge in the Brand Building Discipline (2020).

Quoted in:

- [The Globe & Mail: 6 Lessons Learned From Flexible Workspaces](#)
- [Active International Named Among Canada's Best Places to Work](#)
- [Active Recognized as an Employee Recommended Workplace](#)
- [My Creative Shop: 8 Direct Marketing Strategy Tips from the Experts](#)
- [Active Named Among Canada's Most Admired Corporate Cultures](#)



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KARIM KANJI
VP, 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, an expert podcast contributor in the 2019 iab Digital Audio guide, 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 many Canadian media events – including host of the iab MIXX, presenter at the iab's 2020 Marketing to Gamers seminar, a panelist at the MediaPost Programmatic Insiders conference (2020) and as a regular moderator and panellist at Active's #Media360 breakfast series.



KARIM KANJI VP, 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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"One of the best Podcast presos I've seen, love his passion for the media!" **Ivan Pehar**, Head of Canada, Spotify



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 multiple talks at MediaPost's Annual Programmatic Summit.

Panel sample (video): https://www.youtube.com/watch?v=igAGL3cbB_U



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SCOTT MILES

VP 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.

Article
Samples:

Blog: Brand Response to Crisis

<https://www.activeinternational.ca/insights/blogs/brand-response-to-crisis-fort-mcmurray>

Tactical Inventory Management Brings Sunny Sales Forecast

<https://www.activeinternational.ca/insights/blogs/tactical-inventory-management-brings-sunny-sales-forecast>



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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 and 2020 CMA awards judge in the MarTech and Multi Disciplinary categories.

Article
Samples:

Blog: Canadian Grocer CEO Thought Leader Conference

<https://www.activeinternational.ca/insights/blogs/canadian-grocer-thought-leadership-conference-recap>



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SHAWN HALL
VP PLANNING & INSIGHTS

Shawn bring 22 years of Digital Marketing experience with some of the biggest brands in Canada.

Having lead agencies like Starcom MediaVest, Initiative Media and Grey Interactive - on brands like Disney, BMO, Hyundai, Kraft, Diageo, VISA. Big agency experience with an entrepreneurial mindset.

Leading the Active strategy team with a focus on Precision Marketing, Data-Driven Planning and holistic Media/Business Strategy, Shawn leads the development of end-to-end Marketing and Advertising solutions for our clients.



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