

Alan McLaren

Co-CEO at Infinity Communications Inc

Oakville, ON, CA

Engaging business executive with expertise in Social Media and Digital Strategies for business

Biography

Alan has over twenty-seven years of leadership experience in all key aspects of business management from entrepreneurial start-ups to global Fortune 50 public companies. Alan is the Co-CEO of Infinity Communications a full service marketing and communications firm specializing in social media, PR, marketing, event management and media production. Alan is the former President of IKON Quebec and a NASDAQ listed IT security firm named JAWZ Inc. He has developed sales teams and strategies that have consistently exceeded expectations, created innovative and efficient training programs and spearheaded highly successful PR and social media campaigns. Prior to joining forces with Co-CEO Leanne Bucaro, Alan was president of WhiteHat Inc., a privately-held IT security company whose revenues grew 640% in just three short years thanks to a comprehensive public relations, marketing and sales strategy. Alan, who is fluent in both English and French is a sought-after corporate and media event speaker. His topics of expertise span from social media and digital web strategies to public relations, branding and marketing. Highly respected by the media, he's often quoted in industry publications and interviewed for print, radio and television throughout the world. Corporate responsibility is paramount to Alan; he currently serves as a WPO Director on the Young Presidents Organizations International Board (YPOI) as well as serving on the World President's Organization (WPO) Board. Alan, along with Infinity Communications business partner, Leanne is the co-author of PR Mentor: The PR Tool Kit for Small Business.

Availability

Keynote, Panelist

Industry Expertise

Business Services, Office Equipment, Automotive, Information Technology and Services, Advertising/Marketing, Corporate Training, Corporate Leadership, Social Media, Computer/Network Security, Telecommunications

Areas of Expertise

Social Media for Business, Digital Strategies for Business

Affiliations

YPO-WPO

Sample Talks

Social Media is not a Fad

This key note takes a practical approach on how businesses can improve their digital footprint to maximize their brands and ultimately sell more stuff. The perfect audience for this talk are business executives looking to understand and embrace social media in either B2C or B2B applications. Alan always tailors his speeches to the audience and does so in non technical terms.

Event Appearances

Title

Osborne Group

Title

Octopus Products

Title

Ecowater USA

Title

Canadian Water Quality Association

Title

Ecowater Canada

Title

Ecowater Quebec

Title

TEC Toronto

Title

Manulife Canada

Title

TEC Group

Education

Concordia University

Bachelor of Arts Sociology

Accomplishments

WPO International Portfolio Lead

WPO International Board Appointment

WPO Ontario Chapter Chair Appointment

WPO Canadian Regional Board Chair Appointment

Appointment to YPO International Board

YPO is an organization of 20,000 CEO's located in 123 countries. Alan sits on the International Board which is responsible for overall organizational strategy and governance.

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