

# Chris Keevill

**President and CEO at Colour**

Toronto, ON, CA

Making sense of the mess. Marketing in a networked world.

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## Biography

Communications and media are changing and in that change lies opportunity to lead. Companies and people can gain advantage in understanding how to leverage digital and social channels to build brands...their own and their firm's. Chris started NBTel Interactive and New North Media in the early '90s when interactive meant telephone. He went on to lead FloNetwork an email marketing company as President before selling to DoubleClick in 2001. Understanding the power of networks to connect brands, experiences and people had begun in the earliest days of digital marketing for Chris. Now as the owner and CEO Colour, he is helping clients integrate all of their social, digital and traditional communications needs wrapped up in creativity. Colour is truly a "next generation" agency and changing all the time to keep up...and make sense of the mess.

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## Availability

Moderator, Panelist

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## Industry Expertise

Social Media, Internet, Advertising/Marketing

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## Areas of Expertise

Digital Change, Consumer Power Shift

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## Education

**Acadia University**

BBA Business

**Ivey School of Business, University of Western Ontario**

MBA Marketing

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## Accomplishments

**Chair, Canoe'09**

Event Chair, 2009 Sprint Canoe World Championships

**Board Chair**  
Halifax United Way

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