

# **Christopher Hirst**

**CEO at INTERSECT**

Toronto, ON, CA

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## **Biography**

Chris is a well-rounded and experienced product manager with a broad base of skills and experiences across many verticals. Joining the team in 2013/2014, and returning in 2015, Chris brings 10 years of experience to clients. Chris brings focus and rigor to the development of consumer-facing products while providing sound user-focussed strategic counsel. Prior to his time at Intersect, Chris lead digital development, marketing, and consulting projects for Target, Toshiba, the Canadian Film Centre, the Canadian Institute for Advanced Research and the University of Calgary. Chris is a graduate of Queen's University with an honors degree in English Language and Literature. Outside of work. Chris loves all things digital, different types of music, video games, and relaxing with his many dependents.

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## **Areas of Expertise**

Creative Strategy, Online Advertising, Social Media Marketing, Digital Marketing, Digital Strategy, Advertising, Social Media, Business Development

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## **Education**

**Queen's University**

B.A.H. English Language and Literature

**North Toronto Collegiate Institute**

OSSD Ontario Scholar

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## **Testimonials**

**Laura Matthews**

Chris worked with us on a major redevelopment of our website. He led the strategy development and facilitated a unified approach after taking into account the many diverse interests across our Institute. Chris is an excellent facilitator and strategic thinker. He has a deep understanding of where the web is today, and most important, he is able to quickly grasp the complexities of your operations and unique web needs. We all saw Chris as a vital member of our team -- he was fully committed to getting our site off the ground and we placed a high degree of trust in the advice he gave us. I would highly recommend Christ as a strategic partner for whatever digital and/or marketing project you need to achieve.

**JP Rains**

Chris truly is an expert in marketing - both digital and traditional. He's been both a great teacher and a great colleague to work alongside at Soshal. He's a major asset to our team and to the clients he works with. He understands the framework for creating and implementing great ideas in marketing and has the experience of watching them succeed. He makes the people around him better, a trait that is truly under appreciated. Wise beyond his years, sometimes I think he can predict the future ;)

**Kaitlin De Brabandere**

Chris' impact on this company touches on so many levels. Not only is he reliable, thorough and skilled in his job performance; his mastery, leadership and character make him a valued mentor within every department. He is very well respected amongst his peers, he makes time to help others achieve growth and overall, he plays an important role in shaping the success of BNOTIONS' and it's company culture.

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