

Eli Singer

Founder and CEO at NearNow

Toronto, ON, CA

Serial entrepreneur and recognized digital communications thought leader

Biography

Eli's work has been featured in Harvard Business Review and The Globe & Mail, and he has won industry awards including the CMA's "Top 30 Under 30" for his groundbreaking work in digital media. Over 20 years of digital marketing and innovation experience in corporate roles and startups. Eli founded Entrinsic, a social agency acquired in 2014. He has been active as a Founder, consultant and angel investor in markets such as high-tech, healthcare, energy, automotive, cannabis and SaaS software. Eli has spoken as a keynote/panelist at global conferences hosted by organizations including PRSA and The Conference Board. He holds an HBA from the Ivey Business School. Consulting Clients ----- Google, TD, Coca-Cola, Museum of Modern Art (MoMA), Ford, Staples, Travelocity, Purina, Canopy Growth Speaking ----- US, Canada, Europe Citizenship ----- Canadian

Availability

Keynote, Moderator, Panelist, Workshop

Industry Expertise

Advertising/Marketing, Automotive, Design, Energy, Entertainment, Financial Services, Food and Beverages, Health and Wellness, Internet, Management Consulting, Manufacturing, Motion Pictures and Film, Museums and Institutions, Public Relations and Communications, Renewables and Environmental, Social Media, Think Tanks, Travel and Tourism, VC and Private Equity

Areas of Expertise

Advertising & Media Strategy, Board Advisor, Brand & Communications Strategy, Digital & Mobile Strategy, Innovation & Commercialization, Performance Analysis, Rapid Prototyping, Startup Acceleration, Thought Leadership, Venture Capital

Affiliations

Museum of Modern Art (MoMA) : Marketing Advisor, Webby Awards : Canadian Ambassador, Velocity Accelerator : Mentor, Ontario Wildlands League : Board Member, ABC Life Literacy Canada : Marketing Communications Committee Member, Social Media Week Toronto : Producer

Event Appearances

COVID-19 and Older People: Facts and Fiction in Communication
IFA Virtual Town Hall Series

Sidwalk Labs & the Public: Toronto's Tech Utopia?
University of Toronto

Success in Marketing by Design
Canadian Marketing Association, National Convention

Social Media for Travel and Tourism
Public Relations Society of America

Essentials of a Power Brand
Brand by Design

Sex, Lies and Podcasts
iSummit

Pitching a Seamless Brand Experience through Traditional and e-Marketing Campaigns
Intranets for Corporate Communications

Education

Ivey Business School at Western University
Dean's Honour Roll, Honours Business Administration

IFI Rouen, France
HBA International Business

Testimonials

Thomas Purves

Huge thanks is due to Eli for organizing the CaseCamp phenomenon. Eli has done a fantastic job of building community around cutting edge innovation in the field of Marketing, and CaseCamp events themselves are always a joy.

David Crow

Eli understands the power of social media and community. He is able to tell stories that inspire people both inside and outside an organization. He has the special ability to connect people and ideas across knowledge domains and geographies. Eli is able to track new technologies and turn them into strategic actions for companies. His enthusiasm, professionalism and clarity make him an invaluable resource for any team, community and company.

Todd Defren

Eli's enthusiasm and creativity about Social Media - specifically, developing high-impact, high-touch programs that reach the right people - are infectious and inspire confidence. When you talk to Eli, the sun will break through the clouds of your angst: working with him, you get the sense that anything is possible.

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