

Jonathan Burns

President & Chief Marketing Innovator at Strategy Cube Inc.

Burlington, ON, CA

An unusual & refreshing perspective on internet marketing from an ex P&G BM turned CMO for lease.

Biography

Jonathan is an entertaining speaker, entrepreneur and online marketing strategy expert. Jonathan spends most of his time helping CEO's of mid size firms and funded startups on their web marketing and social media strategies. He loves working on business model innovation projects. He speaks and trains on digital marketing several times each month. He was an invited expert speaker on digital marketing strategy at events that hosted hundreds of CEOs of mid and large size GTA firms in the past few years. ? Jonathan was privileged to work with Peter Evans, Robert Carter and the Speakerfile team to help launch this speakerfile.com site. Jonathan loves: ? Technology and using it to solve problems and make money ? Turning ideas into funded, profitable businesses ? Business model design and innovation ? People and building engaged teams that get remarkable results ? Helping CEO's understand the web and make money from it ? A good laugh RECENT SPEAKING PRAISE: "You did a truly outstanding job on the seminar you presented this week. Many thanks and again, WELL DONE! You have made me a fan." John Sawyer, President, Oakville Chamber of Commerce. (October 2011.) PERSONAL PROFILE: ?? 6 yrs Tier 1 Packaged Goods Marketing experience as a Brand Manager at Procter & Gamble. ? ? 8 yrs ?start-up? and small entrepreneurial firm experience.? ? Strategist and process leader who has led many teams through major strategy development exercises involving goal setting, research, analysis, presentation and stakeholder approval. ? ? Have led 4 major product launches (\$1-9 million budgets) and worked on dozens of others.? ? Experience managing rapid growth (336% in 10 mo) and restoring profitability (-15% margin to +20% in 10 mo). ?? Jonathan is fascinated by: ? ? business & marketing strategy, especially in the interactive space? ? operational efficiency & excellence? ? communication within and between organizations?? ? new technologies like mobile commerce, NFC and RFID Jonathan has strong experience in:? Marketing strategy and plan development, web 2.0 strategy, startups, branding, brand management, general management, small business consulting, facilitation. Jonathan has some experience in: Sales management, operations management including agency operations, call centre operations and information technology (IT) department management. Enough to be dangerous!

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Media - Online, Social Media, Training and Development, Management Consulting, Professional Training and Coaching, Internet, Outsourcing/Offshoring, Advertising/Marketing, Consumer Goods

Areas of Expertise

Online Marketing Strategy, Outsourcing, Business Model Innovation, Ipad Publishing, Inbound Marketing, Internet Marketing, Social Media, Startup Marketing, Online Lead Generation

Sample Talks

Escaping Social Media Madness

"I've heard many social media experts speak in the past year but Jonathan's seminar at our Small Business Week was one of the best I've ever seen. He is a gifted speaker and had us all captivated with his funny stories and valuable insights. He was refreshingly authentic and different. Jonathan is clearly an expert with a unique perspective in the Canadian social media space & I'd put him back on our podium in a heartbeat." John Sawyer, President Oakville Chamber of Commerce. November 24, 2011

Can Chamber's of Commerce Survive in the Digital Age?

"Jonathan delivered two high-powered presentations at our last conference. He is a very versatile and talented strategist. Jonathan articulated comparative advantage for our members better than anyone I've seen before. Our members left positively provoked. Evaluations rated Jonathan very high. It was a pleasure working with him throughout the process. I whole-heartedly recommend StrategyCube and Jonathan Burns. March 29, 2012 - TODD LETTS, President, Chamber Executives of Ontario.

Event Appearances

Can Chamber's Of Commerce Survive in the Digital Age?
Chamber Executives of Ontario Annual Conference

Escaping Social Media Madness
Oakville Chamber of Commerce Small Business Week

Digital outsourcing for small business
Virtacore Executive Networking

Online Lead Generation for small business
York Technology Association

Education

Queen's University School of Business
Bachelor of Commerce - Honours Marketing & Finance

Accomplishments

Brand Manager, Internet Marketing Group, Procter & Gamble Canada

Jonathan created P&G Canada's Internet Marketing Group in 2000 and oversaw the on-line work of over 40 brands and \$7 million in annual interactive marketing spending. He led several significant "firsts" for P&G Canada: building their first on-line permission-based consumer database; bringing their first multi-brand email CRM programs to Canada and setting up the first internet sampling fulfillment system.

Chief Marketing Innovator at Strategy Cube

Jonathan founded Strategy Cube to help CEO's drive growth using clever digital marketing. He spends most of his time helping CEO's of mid size firms and funded startups develop and execute winning internet marketing strategies. He loves working on business model innovation projects. He has helped clients like Campbells, World Vision, E&J Gallo Wines, audiobooks.com, expertfile.com, genuinehealth.com, homestars.com, boomerangkids.com and zwell.ca with their digital marketing strategies.

Testimonials

John Sawyer

I've heard many social media experts speak in the past year but Jonathan's seminar at our Small Business Week was one of the best I've ever seen. He is a gifted speaker and had us all captivated with his funny stories and valuable insights. He was refreshingly authentic and different - in fact he told the audience to be careful before they invest time and resources in social media, it could be a huge waste of time, there may be other priorities they need to focus on. Jonathan is clearly an expert with a unique perspective in the Canadian social media space and I'd put him back on our podium in a heartbeat.

Todd Letts

Jonathan delivered two high-powered presentations at our last conference. He is a very versatile and talented strategist. Jonathan articulated comparative advantage for our members better than anyone I've seen before. Not only did he address practical problems and relevant strategies, he also addressed solutions to the capacity issues many executives face. Our members left positively provoked. Evaluations rated Jonathan very high. He takes great care prior to his presentations to get to know his audience. It was a pleasure working with him throughout the process. I whole-heartedly recommend StrategyCube and Jonathan Burns.

Barbara Ells

When we put a request out to our network to help us find a marketing strategist to speak to technology start ups, Jonathan Burns' name quickly rose to the top. Jonathan delivered two sessions for us on different topics and did not disappoint. His delivery was energetic, engaging, and entertaining and the content was information rich. Jonathan's expertise was very adaptable to different products and markets, and brought a level of expertise and knowledge to those companies that is not commonly found in our region. He is clearly a professional who has immersed himself in understanding the online space, integrated marketing strategies that will bring results, and the tactics to deliver on the strategy. We will definitely invite him back!

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