

# **Joseph Puopolo**

**CEO and Founder at Printchomp**

Toronto, ON, CA

Chomp! Printchomp's CEO & Founder will help you take a bite out of printing costs while he outlines strategies for developing your startup

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## **Biography**

Joseph Puopolo is the CEO and Founder of Printchomp, and for over 15 years he has been a leader within the technology industry. His expertise is primarily focused on building growth strategies for both established and emerging technology and Start-up companies. Joseph is particularly interested in the convergence of traditional, digital and social marketing strategies and tactics, and he has a deep background in the world of marketing, social media, PR, and business development. He has lead multiple projects and initiatives at several organizations including, Oracle, PROPHIX, MERGE, MAGIX, and OPENapps. As the Vice President of Marketing and Business Development for StickerYou, Joseph was responsible for developing branding & growth strategies that rapidly grew the StickerYou brand, and which resulted in the company experiencing a 1000% increase in organic traffic and a 500% increase in Traffic and Sales. In addition to speaking at conferences, Joseph is a guest contributor to many technology publications including, All Things Digital, TechCrunch and Techvibes. Joseph has a BES from the University of Waterloo and an MBA from Wilfrid Laurier University.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Business Services, Information Technology and Services, Printing, VC and Private Equity, Direct Marketing, Advertising/Marketing, Social Media

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## **Areas of Expertise**

B2b Ecommerce, Social Media Marketing, Performance Based Marketing, Email Marketing, Business Growth Strategies, Business Development Planning

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## **Event Appearances**

**A Panel Discussion On Panel Discussions**

MaRS Event Series

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## **Education**

University of Waterloo  
BES

Wilfrid Laurier University  
MBA

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## Accomplishments

### CEO and Founder ? Printchomp

Printchomp is a much-heralded new startup that is designed to connect people with printers, and take a chomp out of your printing prices. Printchomp was founded for one simple reason, to make the process of ordering printed goods easier. We make the process of searching, ordering and tracking your print job easier. At Printchomp our goal is to connect the right order with the right printer.

### Advisory Board ? StickerYou

StickerYou is a fun, flexible and easy-to-use online technology for people to create their own high-quality vinyl stickers. Our leading edge platform provides unlimited opportunities to create stickers for a variety of needs. From decorating your laptop to personalizing your scrapbook our die-cut stickers can enhance any lifestyle. For small and large companies, StickerYou is a powerful and cost-effective way to build their brands and engage with consumers.

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