

Matthew Vernhout

Founder, Author and Speaker at EmailKarma

Toronto, ON, CA

Digital Privacy & Marketing Advocate

Biography

With two decades of experience in email marketing, I am an industry veteran leveraging my background in privacy and network operations to help my clients improve their digital marketing programs. Which includes a deep understanding of ISP policies, email authentication, email deliverability and the legal requirements of Canada's Anti-Spam Legislation, CAN-SPAM, GDPR, and PIPEDA. As well as holding a professional designation as a Certified Information Privacy Professional (Canada) since 2008. Over the years I have worked at several leading Email Service Providers (ESPs) including 250ok, DoubleClick Email Solutions, Epsilon Interactive, Inbox Marketer, NetcoreCloud, TC Media, ThinData, and Validity. During my tenure with these organizations I was responsible for overseeing billions of commercial and transactional email deliveries for several of the worlds largest marketers and agencies. Engaged and on top of the latest developments, I share my thoughts on industry trends via my social marketing blog EmailKarma.net. I am also a frequent speaker at conferences that cover topics that include digital privacy, email security, anti-spam legislation and email deliverability. As the co-author of the book 'A Complete Guide to e-Marketing under Canada's Anti-Spam Legislation', I have also contributed to writing several publications during my career including 250ok's DMARC Adoptions Among e-Retailers, The EEC's Global Email Marketing Compliance Guide, The Impact of CASL on Email Marketing, and many more. I am also active in various associations, serving as director at large of the Coalition Against Unsolicited Commercial Email (CAUCE), chair of The Email Experience Council's Advocacy Subcommittee, Communications Chair of the AuthIndicators Working Group (BIMIGroup), and administrator of the Email Marketing Gurus group.

Availability

Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Advertising/Marketing, Business Services, Computer/Network Security, Direct Marketing, Information Technology and Services, Media - Online, Publishing, Social Media

Areas of Expertise

Anti-Spam Laws, BIMi, Deliverability, DMARC, Email Authentication, Email Marketing, Omni-Channel Marketing, Podcasting

Affiliations

CAUCE, M3AAWG, IAPP

Sample Talks

Osgoode Professional Development Teleseminar Series A Guide to Canada's New Anti-Spam Law (CASL)

With new regulations fleshing out the details, Canada has made its foray into regulating our inboxes. Though not strictly speaking a "privacy" statute, a full understanding the anti-spam scheme is critical for anyone tasked with managing privacy and information for any organization. Date: September 12, 2012

Event Appearances

For the Love of Emails

The new email Rulebook

EMAIL PRIVACY: How These Legislations Affect Canadian Online Business RAC Education Day

Multi-Channel Marketing Activation

Fanshawe College eMarketing Conference 2012

CASL: Latest Regulatory Developments

Advertising & Marketing Law Conference

Digital Marketing in Canada

George Brown College

New Directions in Email Deliverability

NextGen:Now ? The Future of Digital Messaging is Here Good Karma:

<http://emailkarma.net/events/#ixzz27VXoha4K>

e-Marketing Policy-Building Workshop

IAPP Canada Privacy Symposium 2011

Optimize Privacy and Best Practices: Inspire Compliance, Trust, & Customer Engagement

2011 Email Evolution Conference

Education

St. Clair College

Computer Science Technology - Information Systems Computer Science Technology - Information Systems

Accomplishments

Red Sift Academy | The Elite Sifter Badge

Completed certification offered by email/internet security company Red Sift. Related: Email Authentication, DMARC, Domain impersonation, Email Security. Certification Credential: <https://redsiftacademy.workramp.io/certificate/QT40Rm-yHQ>

2019 Thought Leader of the Year (EEC)

The EEC Thought leader of the year award is presented to an individual by their peers in the industry. This award winner is someone that is recognized for having a positive and recognized impact on the email marketing community. Through fostering conversation and/or proposing a solution or position on an industry challenge or issue.

Top 50 Canadian Marketing blogger

Recognized at #40 on the 2010 Best Marketing Blogs list from ad-links.com (based on ad age Power 150)

Certified Information Privacy Professional/Canada

The CIPP/C certification demonstrates understanding and application of Canadian information privacy laws, principles and practices at the federal, provincial and territorial levels.

Testimonials

Jason Fredin

Favourite session of the day for me was the lunchtime anti-spam legislation talk by @EmailKarma. #emktg <https://twitter.com/JasonFredin/status/174621287048675328>

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