

Rob Maurin

VP of Community, Content and Communications at Wave Accounting Inc.

Toronto, ON, CA

With evangelical fervor and some cake, I guide best practices in generating user-friendly content for online communication and engagement

He's the talker and the evangelist. He loves Wave and wants the world to feel the same love, so he's spreading the word far and wide. He also gets paid to be stubborn, and insist on making accounting tools adapt to small businesses and not the other way around. During 15 prior years in web and media, Rob's clients and projects included Canadian financial institutions and category-leading media properties. Rob was a co-founder of Outdoorsica.com, and former senior product manager and editor of toronto.com. Earlier in his career, Rob served in editorial capacities with leading Canadian magazines including Maximum Fitness, FASHION, Where and Toronto Life magazines. His byline has also appeared in Flare, Profit, WeddingBells, Oxygen and other titles.

Keynote, Moderator, Panelist, Workshop, Host/MC

Accounting, Media - Online, Information Technology and Services, IT Services/Consulting, Writing and Editing, Public Relations and Communications, Business Services, Computer Software

Seo and Sem, Website Monetization and Business Development, Product Development, Editing for Website Communication

Start me up: Innotribe Start- Up competition
Sibos 2011

Social Media for B2B Technology Companies
The B2B Social World

University of Western Ontario
B.A. (Honours) English and Philosophy

Université Canadienne en France
French language and other studies

Director - Toronto SEO Workshop

Rob was the Director of the Toronto SEO Workshop, which offered one-on-one and group training in SEO and SMM. The main focus of the Toronto SEO Workshop had been working with small and medium-size businesses on their website strategy needs.

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