

Sulemaan Ahmed

Principal at Servo Annex

Toronto, ON, CA

Digital advisor for CEOs and Board Members.

Biography

Sulemaan Ahmed is a serial entrepreneur and the Co-Founder and Principal Educator of Servo Annex, a Toronto-based company which provides hands-on coaching to senior executives on how to leverage all digital platforms, social media and mobile tools to drive business results. There is nothing better for an educator than to quietly watch others lead by example and exceed their own expectations of personal and professional success. A sought-after digital expert and trusted advisor, he has trained the C-suites of Fortune 500, Owner-Operated and privately held companies across the globe, and works closely with global organizations including Young Presidents Organization (YPO), Entrepreneurs Organization (EO) and Extraordinary Women on Boards (EWOB). Prior to cofounding Servo Annex, Sulemaan held senior positions at Apple, Sears and Air Canada. As a result of a tweet of his that went viral, Sulemaan has also become an advocate for families whose children are affected by 'no fly list' restrictions, a successful drive for change that gave him valuable first-hand experience with the power of social media in creating a movement. Once again leveraging his social media expertise in the face of need, he Co-founded and became the CEO of Conquer COVID-19, the largest grass-roots movement to source critical PPE supplies to front-line health care workers across Canada during the COVID-19 pandemic, and raised over \$2.4 Million and distributed over 3 Million pieces of PPE across the country in four months. Specialties: senior executive training, teaching, digital strategy, publishing, digital marketing, social media, e-commerce, online reputation management, mobile marketing, Twitter, LinkedIn, Facebook, YouTube, Google, Instagram, Periscope, blogs, search engine marketing, digital partnerships, social media marketing, branding, conference speaking and keynote speaking.

Availability

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

Industry Expertise

Education/Learning, Social Media, Advertising/Marketing, Legal Services, Corporate Leadership, Information Technology and Services

Areas of Expertise

Digital Strategy, Social Media Strategy, E-Commerce, Mobile Marketing, Online Branding, Integrated Marketing, Web Analytics, Online Communities, Executive Training, LinkedIn

Event Appearances

?If LinkedIn is the new Rolodex and resume ? how do I succeed using it??

Human Resources Professionals of York Region Networking Event

Digital Marketing

Search Marketing Expo 2011

Education

Dalhousie University

Masters of E-Commerce, Management

Dalhousie University

Bachelor of Commerce (Co-op) Marketing and Strategy

Accomplishments

Board of Directors - White Ribbon Campaign

The White Ribbon Campaign (WRC) is the largest effort in the world of men working to end violence against women (VAW). In over fifty-five countries, campaigns are led by both men and women, even though the focus is on educating men and boys. In some countries it is a general public education effort focused on ending violence against women.

Vice-Chair - Canadian Marketing Association Digital Marketing Council

The Canadian Marketing Association is the only marketing association in Canada that embraces Canada's major business sectors and all marketing disciplines, channels and technologies. Its programs help shape the future of marketing in Canada by building talented marketers and exceptional business leaders and by demonstrating marketing's strategic role as a key driver of business success.

Testimonials

Chris Carder

"Sulemaan has a unique talent for helping senior marketing executives from Presidents to CMO's understand the crucial fundamentals of social media marketing and how to maximize their profiles and business community connections on platforms such as LinkedIn. Sulemaan approaches his education and training engagements with a simplicity and clarity that makes them highly accessible for executives looking to wrap their heads around these essential areas of personal and professional development. His approach provides an excellent base of learning for any senior executive from which to build out their social media knowledge and insights. I'm looking forward to seeing where Sulemaan takes this in the years to come."

Marlene Hore

"My life in two parts. BS (before Sulemaan) the internet space was a wasteland. I had not the foggiest notion of how I could use it. AS (after Sulemaan) in 2 hours Sulemaan taught me how to navigate the digital world and how to put it to work for me. He knows his stuff and he knows how to teach it. I am forever in his debt.?"

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