

Tod Maffin

Private Investor at engageQ digital

Vancouver, BC, CA

Digital and Social Marketing Guru

Biography

Tod Maffin is one of North America's leading digital marketing experts, specializing in viral and ROI-based campaigns for sectors from human resources to real estate to education. Maffin, president of engageQ digital, is one of the country's go-to commentators on the impact of accelerated technological change and innovation on the business and economic environment and can speak to every aspect of technology and resulting implications for the world in which we live. One of Canada's podcasting pioneers, Maffin writes a blog that is followed by thousands of people in the media, technology and business communities around the world. He continues to report on national technology trends on CBC Radio and is the past host of todradio dot com and Real Life Chronicles. Maffin is recognized as a thought-leader in business innovation and strategy to trend-spotting and technological advancements. In January 1999, he launched MindfulEye, an artificial intelligence firm that developed the patented Lexant technology to perform syntactic analysis on public opinion comments posted on the Internet and aired in the media, thus providing a "mood monitor" of stocks. The launch of MindfulEye precipitated a meteoric rise in his popularity as a technology futurist. Tod Maffin's comprehensive understanding of Generation Y, high-velocity change and competition, hyper-innovation, and the accelerating pace of the world around us offer audiences an insider's viewpoint of what the world holds in store and what lurks around the corner - whether it's six months, a year, or ten years away. His energetic, upbeat, jargon-free and highly entertaining presentation style ensures that audiences are not only captivated and engaged, but entertained and motivated. He has addressed audiences around the world - from Stockholm to Berlin and from Romania to Australia - and is one of very few speakers capable of bringing an audience to their feet in a standing ovation at 7am.

Availability

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

Industry Expertise

Social Media, Management Consulting, Internet

Areas of Expertise

Digital Marketing, Viral Marketing, Keynote Speaking

Affiliations

Vancouver Board of Trade, Global Future Society

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