

# **Danny Brown**

**VP, Product Intelligence at Jugnoo Inc.**

Toronto, ON, CA

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## **Biography**

Danny Brown is VP, Partner Strategy at Jugnoo, Inc., and an award-winning marketer with more than 20 years of experience across multiple verticals.

He has successfully launched products for companies like RIM, British Telecom, Scotiabank and Microsoft Canada.

Danny is widely recognized as a leading voice in social and digital media, and is regularly quoted in national and international publications.

His award-winning blog is recognized as the #1 marketing blog in the world by HubSpot.

Founder of the 12for12k Challenge, a community-driven social media charity initiative to connect globally and help locally.

Founder of For Bloggers By Bloggers, a free blog resource centre helping bloggers take their content and goals to the next level.

Blog featured in the AdAge Power 150 list, Hubspot Hot 100 Marketing Blogs, Social Media Examiner's Top 10 Social Media Blogs 2011, as well as Canada's Top 50 Marketing Blogs, and won the Hive Award for Best Social Media Blog at the 2010 South by South West festival.

Worked with some of the biggest companies in tech and digital, including RIM, Microsoft Canada, IBM, British Telecom and LG Electronics.

Spoken at TEDx and regularly quoted in publications and news media, including Marketing Magazine, Canadian Marketing Association and City News Toronto.

Notable Mentions and Awards:

- Founder of the 12for12k charity initiative
- Speaker at TEDx Ottawa
- Featured in NetGen's Commitment to Youth
- Featured in the AdAge Power 150 list
- Featured in Marketing in 2010 book
- Featured in Staggering Social Media Insights book
- Featured in Marketing Magazine
- Featured on City News Toronto
- Contributor to Canadian Marketing Association
- Young Entrepreneur Top 10 Marketing Blogs
- Canada's Top 50 Marketing Blogs
- Top Marketing and Social Media Blog 2009
- Hive Award for Best Social Media Blog
- PR Reader's Choice Award for Most Thought-Provoking Blog
- Cision's Top 100 Social Media Blogs

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## Availability

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Social Media, Corporate Leadership, Advertising/Marketing

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## **Areas of Expertise**

Social Media Marketing, Content Marketing, Digital Business, Social Web, Marketing Strategy

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## **Affiliations**

Chartered Institute of Marketing

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## **Sample Talks**

### **From GeoCities to Geolocated Cities: How the Future of the Social Web is Hyper-Local**

The world wide web has come a long way since Tim Berners-Lee first connected us to each other in 1990. Yet for all the advances - the rise of social media, citizen journalism and the ubiquity of a college nerd named Mark Zuckerberg - we still don't enjoy the true connection and peer collaboration that we enjoy offline. This presentation will look at where we've missed opportunities and where we need to get to, to truly unleash the power and potential of the social web.

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## **Event Appearances**

### **From GeoCities to Geolocated Cities: How the Future of the Social Web is Hyper-Local**

Future CAMP 2012

### **Digital Storytellers: What We Can Learn from George Lucas About Human Business**

TEDx Ottawa

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## **Education**

The University of Edinburgh

Honours English

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## **Testimonials**

### **Fisher AMP Executive Team**

"Danny - it was such an honour to host you at our event and we've received rave reviews about your presentation! Funny, smart and extremely knowledgeable - we can't wait to have you back!"

### **Mickey Gomez**

"Danny, what a great presentation! George Lucas, Star Wars, technology, storytelling and transforming heartache into positive social change. . . a little something for everyone."

**Narcisso Tovar**

“Great Presentation, Danny! You presented something that is altogether relatable and relevant to your audience.”

**Mark Harai**

“Your message is always consistent too! We can all contribute to changing lives and making the world a better place for all. Great presentation, Danny!”

**Craig Armitage**

“Your presentations are always full of information that I can put to use. Thank you again!”

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