

# **Marie Wiese**

**President at Marketing CoPilot**

Toronto, ON, CA

Marie Wiese is a senior marketing executive with 20+ years' experience in strategic marketing

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Marie Wiese is the founder and President of Marketing CoPilot Inc. She is a senior marketing executive with 20+ years' experience in digital marketing in the financial services, professional services, technology and manufacturing sectors. Marie has also held senior sales positions, creating a powerful and broad foundation to engage market strategy with a strong understanding and perspective on mapping the buyer journey. Marie is active in the entrepreneur community in Canada. She serves as an Executive-in-Residence at the Innovation Factory, a Regional Innovation Centre in Hamilton, Ontario and is a mentor with the federal Futurpreneur program. She is currently working on research projects involving women entrepreneurs and another in partnership with Georgian College and the National Research Council pertaining to how people use websites in the buying process of products and services.

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Keynote, Panelist, Workshop, Host/MC

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Advertising/Marketing, Social Media, Public Relations and Communications, Corporate Leadership, Writing and Editing, Financial Services, Market Research

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Online Marketing, Marketing Strategy, Lead Generation, Social Media Marketing, Digital Marketing, Marketing Communications, Content Marketing and Production, Content Marketing Strategies, Content Management Systems

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Canadian Marketing Association: Member B2B Advisory Council, Innovation Factory Hamilton: Executive-in-Residence, Awards Judge: The 2015 American Business Awards (The Stevies)

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**Marketing in the age of changed buyer behaviour**  
CMAcreative

**Unlocking the mystery of keywords**  
WaterTap User Group Forum

**How to use Content Marketing to build your business**  
Toronto Construction Association Building Business Conference

**Navigating the Canadian Anti-Spam Legislation (CASL)**  
Job Skills Ontario Forum

**Rethink Email Marketing**  
Constant Contact Small Business Forum

**Selling in the age of changed buyer behaviour**  
Canadian Fluid Power Association Annual General Meeting

**7 Steps to a Keyword Strategy**  
Marketing Sherpa Lead Gen Summit 2013

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**York University**  
B.A. English

**Humber College**  
Post Graduate Certificate Public Relations

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**Author**

Marie has written several workbooks for small business that help business owners with messaging and the fundamentals of building a high-performing lead generation and lead nurturing engine for a business using content and digital marketing.

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