

# **Matt Di Paola**

**Managing Director, Digital Innovation & Sid Lee Media, Partner at SID LEE**

Toronto, ON, CA

Matt Di Paola is a mentor for IDEABOOST.

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## **Biography**

With 20 years of agency experience, Matt brings a culture-first leadership style to organizations with a focus on innovation, entrepreneurialism and digitally led thinking. Having worked across the spectrum of communications services, including PR & event marketing, traditional advertising, CRM, digital, UX and media, Matt applies that breadth of experience and advises clients holistically and objectively on their marketing problems.

He has also worked across key verticals, including finance, consumer packaged goods, travel & tourism, technology, retail and automotive. These clients have allowed him the opportunity to work at the Global level, as well as service specific markets, including Canada, US, Hong Kong & Australia.

His focus on the work has helped 3 different agencies win Agency of the Year as well as Cannes Lions, Best in Shows at the CMAs & FAB Awards, and LIAAs along with many other local awards. His entrepreneurialism has helped digital & media agencies evolve and introduce new Comms Planning models (across Paid, Owned & Earned), Business Intelligence & Analytics, Branded Entertainment, Mobile & Social Strategy specialties.

Matt helps facilitate connections between start-ups and brands. He also works with start-ups on their brand story, brand purpose and design.

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## **Industry Expertise**

Research, Training and Development, Education/Learning

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## **Areas of Expertise**

Digital Marketing, Integrated Marketing, Digital Strategy, Digital Media

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## **Affiliations**

Cannes Lions, Colleges Ontario, Strategy Magazine, Digital Launch Pad, Fundraising Committee

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## **Event Appearances**

**Big Data, Big Brands, Local Insights**

Big Data, Big Brands, Local Insights

**Show Me the Money! : Financing + Distributing the 360 Property**  
Merging Media

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## **Education**

**Humber College**  
Certificate Public Relations Post-Graduate

**Western University**  
B.A. Political Science

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## **Accomplishments**

**Digital Online Design, Cannes Lion - Silver**  
Silver Cannes Lions award for Digital Online Design for the Massey Lectures iPad app created for House of Anansi Press Inc.

**Media Agency of the Year - MediaCom Canada**  
Awarded by Strategy Magazine

**Digital Agency of the Year - Tribal DDB Canada**  
Awarded by Marketing Magazine

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