

# **Sean Moffitt**

**Managing Director/Author at Wikibrands**

Toronto, ON, CA

Canada's Authority on Digital Culture, Business, Marketing and Strategy

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## **Biography**

SEAN MOFFITT is author of the internationally published and award-winning book – Wikibrands – Reinventing Your Company in a Customer-Driven Marketplace , Managing Director or the Wikibrands customer engagement consultancy and President, Agent Wildfire Strategy & Communications Inc., a leading new media, social influence, word of mouth and customer engagement firm based out of Toronto, Canada.

Sean has been called “Canada’s leading visionary for the intersection of business, brands and new media”. He is an internationally respected and connected business change agent, web expert and sought-after speaker, passionately lecturing at corporations, associations and universities throughout the world on cultural trends and the reinvention of marketing and business. He also works to launch the next generation of Canadian innovative companies through his executive advisory work at MaRS [www.MaRSDD.com](http://www.MaRSDD.com).

He has dissected and studied how the best businesses and brands put their “digital pants” on in the morning which has led to the critically acclaimed book Wikibrands, published by McGraw-Hill. Don Tapscott, famed author of Wikinomics, has described it as an “important perhaps seminal book”. Booklist has placed it on its list of top business books for 2011. Wikibrands has now turned into a full-fledged consultancy helping companies navigate the landscape of the new digitized and collaborative business environment. Wikibrands has also extended itself into a collaborative research project Wikicauses – the future of no-for-profits, CSR and NGOs.

With one foot in traditional business and another in new digital worlds, he has previously led the efforts behind established brands Molson, Guinness and Procter & Gamble in executive roles and now partners with many Fortune 500s and startups as an evangelist for web-enabled customer engagement and collaboration in business. Visit [www.wiki-brands.com](http://www.wiki-brands.com), [www.agentwildfire.com](http://www.agentwildfire.com) and his blog “Buzz Canuck” for his musings on all things web, marketing and new culture or contact him at [@seanmoffitt](mailto:@seanmoffitt).

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## **Availability**

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

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## **Industry Expertise**

Information Technology and Services, Social Media, Media - Online

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## **Areas of Expertise**

Wikibrands, Social Business, Digital Trends

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## **Affiliations**

Canadian Marketing Association, Crowdsourcing Week, Internet Advertising Bureau, MaRS Discovery District, Sheridan College, Humber College, Wikibrands, Social Media Club, Future Lab, Moxie Insights, Chaordix, Schulich School of Business, Wikicauses, WikiSports

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## **Sample Talks**

### **Wikibrands - Reinventing Yourself in a Customer-Controlled Marketplace**

How the top 100 most engaged brands and companies are going beyond simple social media to deliver real business value through deeper digital customer and fan engagement. Sean Moffitt presents insights, a rallying cry and a roadmap for the future of social business from lessons learned in his award-winning book Wikibrands. (McGraw-Hill)

[www.wiki-brands.com](http://www.wiki-brands.com)

A manifesto and practical guide for how business delivers reinvention and business value in a connected age.

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## **Event Appearances**

### **Crowdsourcing Week - Opening Keynote**

Crowdsourcing Week

### **Opening Keynote - The 13 Forces that will Shape Your 2015 (and the 13 counter forces that may prevent that)**

M2C

### **Digital Engagement for Good - Wikibrands, Wikicauses**

NAYDO

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## **Education**

### **Wilfrid Laurier University**

Marketing, Psychology Business Administration

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## **Accomplishments**

### **Managing Director**

Lead principal for the world's customer engagement and innovation hub.

For a full outline on what we do:

<http://wiki-brands.com/wp-content/uploads/2013/01/wikibrands-pitch.pdf>

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## **Testimonials**

**Meghan Reddick**

We were thrilled with Sean's dedication to our cause. He helped us build a strong understanding of digital engagement across the federation. Through delivering entertaining presentations, to the development of best in class digital engagement guidebooks and policies, Sean's energy and passion is infectious. He's a ton of fun to work with, and also has a deep and detailed knowledge of everything digital. I highly recommend Sean for any speaking engagements and especially for creative brainstorm sessions!

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