

Sulemaan Ahmed

Principal at Servo Annex

Toronto, ON, CA

Accomplished E-Commerce specialist with expertise in building digital marketing and social media strategies for business and organizations.

Biography

Over his career Sulemaan has worked in senior positions with top brands such as Apple, Sears, Harlequin and Air Canada. He was responsible for driving their digital marketing, e-commerce and social media initiatives.

He has spoken about digital marketing, e-commerce and social media at Schulich Executive Education Centre (York University), Ryerson University, University of Toronto, George Brown College, Canadian Marketing Association and industry conferences across Canada. He completed his Masters in E-Commerce from Dalhousie University in 2003.

Sulemaan has previously served as the Vice-Chair of the Canadian Marketing Association (CMA) Digital Marketing Council and is a contributing writer to the CMA blog.

He currently serves on the Board of Directors for the White Ribbon Campaign to End Violence Against Women (helping spearhead the organization's growth to more than 60 countries worldwide.)

Availability

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

Industry Expertise

Corporate Training, Legal Services, Advertising/Marketing, Social Media, Education/Learning, Financial Services, Corporate Leadership

Areas of Expertise

Digital Strategy, Social Media Strategy, E-Commerce, Mobile Marketing, Online Branding, Integrated Marketing, Web Analytics, Online Communities, Executive Training, LinkedIn

Affiliations

Canadian Marketing Association

Event Appearances

“If LinkedIn is the new Rolodex and resume – how do I succeed using it?”

Human Resources Professionals of York Region Networking Event

Education

Dalhousie University
Bachelor of Commerce (Co-op) Marketing and Strategy

Dalhousie University
Masters of E-Commerce, Management

Accomplishments

Board of Directors - White Ribbon Campaign

The White Ribbon Campaign (WRC) is the largest effort in the world of men working to end violence against women (VAW). In over fifty-five countries, campaigns are led by both men and women, even though the focus is on educating men and boys. In some countries it is a general public education effort focused on ending violence against women.

Vice-Chair - Canadian Marketing Association Digital Marketing Council

The Canadian Marketing Association is the only marketing association in Canada that embraces Canada's major business sectors and all marketing disciplines, channels and technologies. Its programs help shape the future of marketing in Canada by building talented marketers and exceptional business leaders and by demonstrating marketing's strategic role as a key driver of business success.

Testimonials

Chris Carder

"Sulemaan has a unique talent for helping senior marketing executives from Presidents to CMO's understand the crucial fundamentals of social media marketing and how to maximize their profiles and business community connections on platforms such as LinkedIn.

Sulemaan approaches his education and training engagements with a simplicity and clarity that makes them highly accessible for executives looking to wrap their heads around these essential areas of personal and professional development.

His approach provides an excellent base of learning for any senior executive from which to build out their social media knowledge and insights. I'm looking forward to seeing where Sulemaan takes this in the years to come."

Marlene Hore

"My life in two parts. BS (before Sulemaan) the internet space was a wasteland. I had not the foggiest notion of how I could use it.

AS (after Sulemaan) in 2 hours Sulemaan taught me how to navigate the digital world and how to put it to work for me. He knows his stuff and he knows how to teach it. I am forever in his debt."

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