

Will Pate

Mobile Strategy at Kazify

Toronto, ON, CA

Will is an experienced digital strategist that helps orgs deliver mobile-first tech, content, and experiences to employees and customers.

Will Pate is an experienced digital strategist that helps organizations become mobile-first. He helps them understand how mobile is constantly changing their customer's media habits, search and social behaviors, purchase journeys and expectations about experience. He utilizes a broad skill-set from across product and marketing to help organizations deliver mobile-first technology, content, and experiences to their employees and customers.

Will has worked around the world with organizations like the World Bank, Google, Bloomberg, RBC, GE, GM and the MoMA.

Will has been featured on media outlets like CNN, Yahoo! Finance, CTV, CBC, TVO, Strategy, Marketing, Techvibes, Beet.tv, and Media in Canada.

Will's professional accomplishments include:

- Product managed one of the most complex mobile apps ever created
- Oversaw \$100M of digital investment
- 2x a key member of projects recognized by the White House, 1x by the Secretary-General of the United Nations
- Named a "Technology Evangelist of Note" by one of the top global technology industry experts, Jeremiah Owyang

Managed a simultaneous events in +20 cities on 5 continents

- Wrote the innovation strategy for the heart for the city of San Jose
- Contributor to the Facebook Cookbook, published by O'Reilly Media.
- Co-hosted one of the top rated and most viewed video podcasts about technology, commandN

Will speaks to groups like RBC Capital; Markets, Google, Yahoo!, iMedia, mesh, the Red Cross, NYU, UofT and Ryerson. He has hosted several events and spoken at conferences across Canada, the UAE and Kenya.

Keynote, Moderator, Panelist

Wireless, Computer Software, Consumer Electronics, Management Consulting, Information Technology and Services, IT Services/Consulting, Internet, Media - Online, Social Media

Mobile Strategy, Mobile Advertising, Mobile, Mobile Marketing, Mobile Business, Mobile Commerce, Mobile Growth and Technology, Mobile Health, Mobile Innovation, Mobile Learning, Mobile Loyalty, Mobile Payments, Mobile Retail Commerce / Technology, Mobile Tech Trends

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