

Toni G.

Published 10/5/2021 by [Gerald Encabo](#)

I am an accomplished marketing leader. Over the years, I have been instrumental in the development of award-winning strategy for international, national and local brands like BMO, TD Canada Trust, CiBC, Audi, Walmart and the Heart and Stroke Foundation, Ontario and Canadian Tourism. I am a creative thinker with the curiosity and knowledge to bring innovative concepts to market.

My broad digital transformation strategy experience has been instrumental in helping startups venture risk free into the complex digital ecosystem. One of my key attributes lies in my ability to build service digital teams with end-to-end expertise in strategy, production, technology, mobile, social, search and analytics with a goal to deliver engagement and drive profitability.

I recently added educator and EiR for SFU Venture Labs to my list of accomplishments. My approach to mentoring, teaching and facilitating learning is to bring in real world experiences into my teaching platform. I believe that doing is how we learn and ensure that my students learn how to apply marketing tools and fundamentals into real business opportunities.

I am a CMA Chartered Marketer and was recognized by the worldwide branding association as Top Female Executive.

tags : faculty