

CFA SOCIETY SASKATCHEWAN

27TH ANNUAL DINNER

January 31, 2019 | Conexus Arts Centre



ERIN BURY

Technology and Marketing Expert | Start-Up Fanatic

Named one of Marketing Magazine's "Top 30 Under 30", Erin Bury is a marketer, former technology journalist, and startup enthusiast. A monthly columnist for the Financial Post and a tech commentator on CTV News, Erin shares the ins-and-outs of entrepreneurship, marketing to millennials, creating a killer personal brand, and how to harness the latest digital trends, from chatbots to VR. If that's not all, her other claim to fame is she's been re-tweeted by Oprah — twice.

Currently the Managing Director at Eighty-Eight, a creative communications agency that works with consumer brands and technology companies to tell their stories, Erin has worked with top brands including Sony Pictures Television, Torstar, Yellow Pages, and PayPal, as well as with countless startups. Erin was formerly the managing editor at startup publication BetaKit, and the director of communications at Sprouter, which was acquired by Postmedia in 2011.

A journalism graduate, Erin has also written for publications such as The Globe and Mail, Mashable, Marketing Magazine, Strategy Magazine, and VentureBeat. She comments frequently in the press about marketing and entrepreneurship, and has appeared in publications including The New York Times, Forbes, CNN, The Toronto Star, and Canadian Business.

Erin has spoken at events across North America with up to 1,000 attendees, including at Haste & Hustle, CTAConf, Content Marketing Conference, and the Profit W100. She has also hosted events for PriceWaterhouseCoopers, Square Canada, Microsoft Canada, and several entrepreneurship organizations, and is a frequent event host and emcee who has interviewed leading executives and entrepreneurs on-stage, including Shark Tank entrepreneur Mark Cuban.



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