

Presenter Bio



Matthew Stradiotto

Title: Vice President & General Manager, Digital

Years of experience: 20+

Location: Toronto

Expertise: Digital marketing strategy, brand development, creative content strategy, digital advertising and measurement.

Bio:

Matthew is Vice President & General Manager of Digital Communications at Argyle. Before joining Argyle, Matthew was co-Founder of Matchstick, one of Canada's leading boutique agencies specializing in social media marketing and digital engagement.

Matthew is an agency leader, a specialist in mobile and digital content strategy, and a pioneer of influencer engagement in North America. Matthew has over 20 years of strategic brand building experience. Since 2001, Matthew has launched integrated campaigns for adidas, Crayola, Toys R Us, Beam Suntory, Microsoft, GE, Coca-Cola, L'Oréal, Diageo, and other global brand clients.

Presenter Bio



Benjamin Walters

Title: Consultant, Digital

Years of experience: 3 years

Location: Toronto

Expertise: Influencer marketing, content strategy, social intelligence and data analysis

Bio:

Benjamin Walters has been an important member of Argyle's digital team since 2019, with a focus on Social Media Strategy & Influencer Marketing. He has worked with some of North America's leading brands on meaningful campaigns that drive performance objectives and meet business goals. His experience comprises work with a diverse client portfolio across Canada, including Johnsonville, UPS, Ontario Creates, and various First Nations class action settlements.