

Crystal DeCnodder

Founder - SocialBulls.ca

Crystal DeCnodder is the Founder of SocialBulls.ca and VP Social Media Marketing at Full Blast Creative, a Calgary based design agency. She excels at social media advertising and is energetic (kind of intense) on the topics of digital sales funnels, audience targeting and analytics.

Crystal and her team work with non-profits, emerging business groups, tourism/recreational organizations, technology/startup companies and educational institutions to help share their unique stories and develop their online presence.

When Crystal isn't working, she enjoys spending time with her family, playing guitar, sampling craft beer, traveling as often as possible and keeping her nose in a good book.

In addition to Crystal's day job, she's the co-founder of Calgary Wing Festival, WingsnBeer.com and OnTapYYC - a speaker series that invites business, political & community leaders to share their personal and professional views on the challenges and successes inherent in startups, growth and enterprise organizations.

Blair DeJong

As pilot of Bdot, Blair de Jong helps people sell stuff online. Whether he's sharing his expertise during a coaching call, developing a strategic roadmap for a client or working on retainer to really get things done, his goal is always the same: to teach his clients to fish, rather than to fish for them.

Blair has been a digital marketing expert since 2005. Along the way, he's worked with companies ranging from Getty Images, TELUS, Optimal Payments, Live Out There and iStock to one-person businesses selling consumer products online. He's launched online stores, managed multimillion advertising budgets and helped countless people understand how analytics can drive smart decisions. He prides himself on delivering results on time, on budget and above expectations.

Other things to know about Blair: he loves working with people that aren't afraid to use innovation to disrupt the status quo. (Hey, he's a trailblazer.) He digs analytics, like, a lot. And if you're bringing him a coffee, please sign him up for an Americano.