

Adrian Capobianco. President, Proximity Canada.



Adrian is considered amongst a handful of Canadian's on the "go-to" list of digital marketing leaders.

His career began at IBM and has focused on the interchange of business, technology and marketing. At IBM, Rare Medium, Publicis and FUSE Marketing Group Adrian helped a diverse portfolio of clients learn and lead in the digital space. In 2008, Adrian and his partners launched Innovation Agency, Quizative - which grew to deliver services to clients across the country and globally. In January of 2013 Quizative was acquired by Cundari Group and was integrated as one unified team. Upon the exit from Cundari in 2015 Adrian joined Proximity Canada as President to lead the agency in it's next level of growth.

Adrian is extremely involved in the marketing community where he helps to inspire and share innovation. This includes helping to organize or chair numerous national conference and award shows for the CMA, Marketing Magazine and others. Adrian has helped create and teaches the CMA's Digital Marketing Certificate course, speaks at many universities and has been featured widely in the media including expert appearances in prime-time TV shows on CBC, Global, and The Food Network.

While "not on the job", Adrian serves as Board Vice-Chair of the Heart and Stroke Partnership for Stroke Recovery, plays hockey, loves to wakeboard/snowboard, spends time with his family and enjoys a whole different type of innovation with various home-reno projects.