



Kieran Mathew
Founder and CEO, Amplify Solutions Inc.

Kieran Mathew is an entrepreneur, startup advisor, sought-out speaker, and leading youth marketer whose insights have been featured in Forbes, Inc, Entrepreneur, Huff Post and many more. Kieran runs Amplify, a full-service marketing firm which helps brands grow and succeed on university and college campuses across Canada. Kieran has co-founded award-winning tech ventures, such as Gifty and advises several startups, helping other entrepreneurs launch and scale new ventures.

In his early years at Western University, Kieran became immersed in startup ecosystems. He took on several marketing and business development roles, creating lean growth plans to launch and scale startups.

He leveraged these learnings to spend a summer interning in management consulting, where he found himself thinking about helping clients to grow their business within the university market. Kieran saw that business executives valued the opinions of students highly, realizing he understood this market better than most of the clients. He began sharing insights into catering and selling to this market, working as a freelance marketing consultant for top Canadian corporations.

In 2016, Kieran launched Amplify to help brands succeed in the student market through tailored campaigns, for students, by students., a full-service marketing firm which helps brands thrive in the student market. Kieran built the business from a one-man shop to a national organization with 60+ employees and Canada's largest student influencer network in 9 months. Now backed by FUSE Marketing Group, one of Toronto's top independent agencies.

-30-

For more information or to request an interview or in-studio segment with Kieran Matthew and FUSE Marketing Group, please contact Briana Le Goaix or Susan Willemsen at The Siren Group Inc. Tel: 416-461-5270. Email: briana@thesirengroup.com or susan@thesirengroup.com Visit www.thesirengroup.com, connect on Twitter or Instagram @thesirengroup.