



IIC Canada 2018 Conference Canadian Communications Policy and Legislation: Time for a Review Speaker Profiles

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TESSA SPROULE is a digital innovator, visionary leader and change agent with an intense clarity of vision for the future and proven intuition for identifying opportunities in the unrelenting advance of disruptive technologies in the media space.

For nearly two decades, Tessa worked within the CBC at the front lines as the media landscape changed, leading legacy media's response through its dramatically shifting business. Now she takes a place at the front of the shift as the co-founder and CEO of VUBBLE, a media tech company based in Toronto and Waterloo.

VUBBLE offers a suite of products that curate, assess and distribute personalized delivery of the world's best video content, using a proprietary system of advanced artificial intelligence technology and human curation. Vubble's clients include Canada's top media companies and educational publishers.

GLENN O'FARRELL, ICD.D, is a digital-innovation-driving CEO in the Canadian media industry. He doesn't think outside - he thinks without a box. Glenn embraces the power and value of diversity. He uses new technology, creative partnerships and international reach to transform traditional media into relevant, influential, high-traffic global platforms. Glenn consistently challenges the status quo to improve and grow outcomes for stakeholders.