



PROFILE

CYRUS MAVALWALA, ABC, MC

**FOUNDING PARTNER, ADVANTIS COMMUNICATIONS
CO-FOUNDER, ACT LIKE AN AGENCY**

Video Testimonials: Conference Organizers & Attendees

- www.advantiscomm.com/about-us/conference-keynotes

Request more information

- cyrus@advantiscomm.com
- 416-848-1885

Suggested Topics: Keynotes, Breakouts & Workshops

- Social Media: Multiple Topics (Audits, strategy, paid, compelling content etc.)
- LinkedIn Strategies for Sales Professionals
- The Age of Imagery
- Cracking the Code to Your Online Personal Brand
- Crushing Corporate Video
- Video Storytelling for Communication Professionals
- Act Like An Agency: Evolving from a Tactician to Strategist Within Your Organization

Biography

Living at the intersection of business and communications, Cyrus Mavalwala, ABC, MC studies his audience and dials in to focus on the business of communication – how can communication strategically improve your organization today. He customizes stories to connect with the audience and his training sessions include high quality exercise materials that extend the learning. And, he believes that interaction, humour and passion engage listeners.

He earned international accreditation as an IABC Accredited Business Communicator in 2009 and is one of 60 people in Canada who have been awarded IABC Canada's highest honour and lifetime achievement designation, Master Communicator.

As an award-winning communication strategist, trainer and keynote speaker, Cyrus has been helping organizations achieve their business objectives for more than 20 years. He's traveled the U.S., Europe and Canada while on assignment and has been rated by the International Association of Business Communicators (IABC) as an All-Star Speaker.

After leading teams at global agencies, Cyrus founded Advantis Communications, a digital communication agency focused on content strategy, creation and activation. Advantis experts deliver measurable value by integrating video and social media strategies. And they train clients to do the same in-house.

Cyrus also co-founded Act Like An Agency to train communicators on how to evolve from tacticians to strategists within their organization. At the University of Toronto School for Continuing Studies, Cyrus developed curriculum and has taught social media strategy and communications management.

Cyrus supports theory with reality using extensive industry experience including: Business Development Bank of Canada, CPA Canada, City of Toronto, City of Markham, City of Mississauga, College of Dietitians of Ontario, Grand & Toy, Hewlett Packard Canada, High Liner Foods, IMAGINiT Technologies, Microsoft Canada, Predictive Success, Royal LePage and Unilever.

Cyrus has held IABC Board positions at the local and regional levels and judges local, national and international awards, including participating on the OVATIONS, Silver Leaf and Gold Quill Blue Ribbon panels in Toronto and San Francisco. In 2019 alone, the Advantis team earned local, regional, national and international awards.

Online, Cyrus can be found at [linkedin.com/in/cyrusmavalwala](https://www.linkedin.com/in/cyrusmavalwala), [@cyrusmavalwala](https://twitter.com/cyrusmavalwala), the CommCrusaders.com blog and advantiscomm.com.