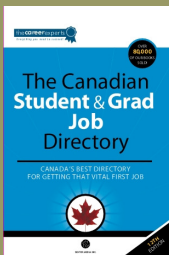
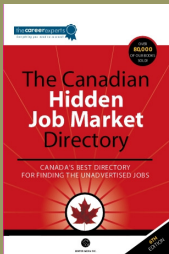


Speaker



Author



Canada's Career Activist

National Career Advisor



Former Career Columnist



www.thestar.com

www.careeractivist.com



CAREER ACTIVIST®

Mark Swartz MBA, M.Ed.

Mark is *Canada's dynamic authority* on *Careers* and *The Workplace*. He is the author of the best selling "Get Wired, You're Hired" and Executive Editor on three more leading career books. These days Mark is read by millions yearly as the national Career Advisor on Workopolis.com. Just prior he penned a career column in the Toronto Star for two and a half years. He also works with individuals and companies on effective career strategies.



Invigorating keynotes and workshops have been Mark's mainstay for more than a decade. (A recent Client List is below on page 2). And he is no stranger to the media. He appears live on Canada A.M. and Report on Business TV. On CBC's The National, and CityPulse Live as well. He is also frequently interviewed in the Globe and Mail, National Post, Readers Digest, MoneySense and Canadian Living.

Professionally he has worked in corporate marketing and strategic planning for companies like The Royal Bank and Kodak. He has also taught as a Professor of Communications at university in Toronto. Plus he spent eight years as a consultant with the world's leading career management firms. Mark has a B.A. from University of Western Ontario, an M.B.A. from York University's Schulich Business School and an M.Ed. from OISE (University of Toronto).

TOPICS

Mark will customize his talks to fit your group, including the following...and more.

<p><i>Recession-Proof Your Career!</i></p>	<p>Economic slowdown. Cutbacks and downsizings. The times they are a changing – so how do you ensure you don't become another statistic? Discover ways to prepare yourself for a rougher ride than normal. Become the employee that people want to keep. Build your brand and safety net now so that you stay in control no matter what.</p>
<p><i>Dusting Your Digital Dirt</i> Maximize Your Online Reputation</p>	<p>What happens when you Google yourself? Are you top of the list with glowing citations? Or is your "digital dirt" holding you back. Learn how to boost your positive presence on the web - so that you and your employer will look sensational.</p>
<p><i>Job Search 2.0</i> Spiders, Pods and Linked-In, Oh My</p>	<p>In this leading edge presentation, Mark reveals late breaking insights that put you ahead of the pack. Like why the big job boards may become obsolete. And how search verticals, pods, social networks and rss can provide an exceptional edge. All in down-to-earth language so you'll benefit from what's coming next.</p>
<p><i>Loonie@ Work</i> An Honest Dialogue About Workplace Depression</p>	<p>Did you know that fully 25% of Canada's workforce is being treated for, or otherwise lives with, clinical depression? Mark too. Which is why he can give such candid, helpful insights on what the condition is, how to prevent or spot it in yourself, or how to give - and get - the help that's available. Lots of humour and compassion in this eye opening talk.</p>

Mark's talks are always current and engaging, filled with real-life examples and valuable strategies. They move fast, make your folks think and stir them to act.

Columnist



Coach / Consultant



Canada's Career Activist

Contact Mark

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Recent Clients

- Canadian Association Of Career Educators And Employers
- Canadian Career Information Association
- Ontario Public Works Association
- Commissionaires Great Lakes
- Municipal Engineering Association Of Ontario
- Cascade Disability Inc.
- Project Managers Association of Canada
- York University's Career Day Gala
- Canadian Society of Association Executives – Trillium
- TCES Employment Services, Annual General Meeting

Testimonials

"Now that the Active Minds session has drawn to a close I want to thank you for all you have done to help make the program such a success. Remarks from participants have made it obvious that everyone who participated in your courses benefited enormously from your intelligence and insights."

Suzu Okun, Chapters.

"We found Mark to be very knowledgeable in the areas of career development and employment preparation. He assisted us to articulate exactly how the conference could conclude successfully...We would recommend Mark as a keynote speaker for any event..."

Dennis Young, Human Resources Development Canada.

"Your presentation was very informative and very well received. Thank you for contributing to the success of our conference and I look forward to the opportunity of working with you again."

Todd Hutchings, Program Planner, Ontario Hospital Association.

"Thank you for your presentation and contribution to the 6th annual Executive and Administrative Assistants conference—your keynote added great value for all involved. I hope I have the pleasure of working with you again."

K. Evans, IIR (International Institute for Research).

"Thank you! Your contributions to the International Employment Panel were absolutely fantastic. Everyone is talking about you and your presentation."

Wendy Enelow, Career Masters Institute.

How Mark Will Work With You

As an experienced career counsellor and speaker, Mark knows how vital it is to listen before you talk. That is why he will connect with you and your team well before the event to thoroughly discuss your key objectives and areas of importance.