

RYAN WIEBE

Designer, Marketer & Community Builder

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MY EXPERIENCE

Launch Interactive

Founder & Director

📅 July 2023 - Present 📍 Okotoks, AB

As the Founder & Director of Launch Interactive, I blend my design and marketing skills with strategic vision and leadership. Having helped over 100+ founders, businesses and organizations in the tech space across Canada and through-out North America

I work closely with founders, stakeholders and design & marketing teams to build brands, products and experiences that elevate their presence.

Product Calgary

VP & Director of Marketing & Communications

📅 June 2024 - Present 📍 Calgary, AB

As the Vice President I provide high level strategy and roadmap creation for the organizations events, programs and directors. Helping to shape the community and grow our member base of over 250+ product leaders.

As the former Director of Marketing for Product Calgary, I played a key role in in the organization, including:

- Increasing brand presence
- Setting up marketing funnels
- Creating design templates
- Designing event themes and collateral
- Strategic marketing and execution of events
- Fostering community engagement
- Supporting the mentorship, sponsorship, and other key programs.

Platform Calgary

Incubator Program Board Member & Coach

📅 October 2023 - Present 📍 Calgary, AB

As a Platform Calgary Incubator Program Board Member and Coach, I work with EIR's, portfolio leads and other coaches to help local startups by providing strategic guidance that enables them to overcome key challenges in their businesses.

In addition to this role, I have worked with the team as a volunteer coach during 4+ Discover Program Cohorts and 3+ Tech Stars Startup weekends. Providing strategic advice, guidance and insights into conducting market research, formulating a go-to-market strategy, developing an MVP and creating a pitch that summed it all up for the judges.

ABOUT ME

I am a energetic, motivated extrovert that can strike up a conversation with just about anyone. I thrive in creative environments where I can connect with others, share ideas, and build meaningful relationships.

Whether I am helping the next generation of founders build their businesses, organizing tech events and webinars, or volunteering at the latest industry meetups, I am always looking for opportunities to expand my knowledge, network with others and contribute to the Calgary tech community.

Outside of work you can find me in the sky as I work towards getting my recreational pilots license.

TECH COMMUNITY ROLES

Product Calgary 2025/2026 event season

- Vice President

Product Calgary 2024/2025 event season

- Marketing & Communications Director

Alberta Product Leaders

- Program Marketer

Platform Calgary Incubator Program

- Board Member & Coach

Platform Calgary Discover Program

- 4x Program Coach

Platform Calgary/Tech Stars Startup Weekend

- 3x Hackathon Coach

CITI

- Contract Marketing Specialist

Tacit Edge

- Cohort Coach

Inventures 2024

- Stage Manager

YYC Hacks 2024

- Participant and 2nd place winner

..... and many more

MY EXPERIENCE CONT...

CITI (Careers In Technology & Innovation)

Content Marketing Specialist (Contractor)

📅 October 2023 - 2024 📍 Calgary, AB

Working with the CITI team as the Content Marketing Specialist, I helped develop the visual identity and communication materials for the organization. This included crafting compelling pitch decks, designing engaging member onboarding collateral, creating presentation decks for webinars, and leading the design and development of website and marketing materials.

By combining creativity with some strategic thinking, I helped to elevate CITI's brand presence and grow the community, while ensuring a cohesive and impactful identity across various platforms.

54Blue

Senior Designer & Marketing Lead

📅 June 2018 - July 2023 📍 Calgary, AB

As the Senior Designer and Marketing Lead for 54blue I worked closely with the Managing Director and led a small team to build a range of websites, apps and marketing campaigns for clients such as Oakley, Luxxotica, Red Bull, Detail Garage and other international and local brands.

My role included:

- UX/UI Design & Product Management
- Web design and development
- Print design and merchandise
- Marketing funnel design, setup and analytics
- Organic lead generation (SEO, SEM, SMM)
- Paid marketing & advertising campaigns
- Newsletter design, list segregation and email campaigns

iVenture Marketing

Art Director

📅 March 2016 - January 2018 📍 Remote

iVenture Marketing is a professional design and marketing company that specializes in helping businesses in the health care and aesthetic industry. As the Art Director for the company I managed all stages of the projects; including working with founders and teams to design the branding, build websites, developing marketing funnels and lead generation through organic traffic and paid advertising campaigns.

Synthemes

Founder

📅 January 2013 - March 2016 📍 Calgary, AB

At Synthemes I led a team of developers in producing numerous highend Wordpress themes and plugins. I was the principal Web & UX/UI Designer, focusing primarily on the frontend and backend UI/UX design.

MY EDUCATION

AMTC Graduate

Applied Multimedia Training Center

At AMTC we learned a variety of digital media applications and 3D design techniques. We focused on enhancing our design skills utilizing traditional drawing techniques and using the latest in digital media programs such as the Adobe Suite, Maya, 3DS Max, After Effects, Final Cut Pro, Combustion and more.

RECENT FEEDBACK

Product Calgary

Priya Biswas

"Ryan is the Director of Marketing & Communications for Product Calgary and a driving force behind the organization's marketing strategy and communications. He's demonstrated the acute ability to improve our organization across multiple channels. From improving our internal processes, to developing programs and putting on our events."

Incubator Program

Darby Sieben

"Was great to listen to your feedback Ryan, spot on insights. The Calgary scene continues to impress."

Kristina Komarek

"It's been a pleasure having you support the founders in our program Ryan! Bringing coaches like you and the other amazing folks really elevates the quality of our programming and delivers tremendous value to our founders."

Techstars Startup Weekend

Chantal del Carmen

"So lovely meeting you, Ryan Wiebe! Thanks for the invaluable coaching advice."

Anes Rachid

"Thanks so much Ryan, it was a pleasure having you join us, and the Startups greatly benefited from your expertise!"

Helia Homami

"Thank you so much for all the support and guidance. We truly appreciated your help and valuable insights!"

Mohamed Magan

"Thank you, Ryan, for your exceptional expertise and leadership during Startup Weekend! 🙌 Your coaching significantly impacted many teams' progress and learning experiences."