

Carisa Miklusak, CEO



Carisa's start-up endeavors began in entertainment and event marketing, quickly revealing her fervor for effectively scaling organizations. Carisa dove into the online branding arena via intensive involvement in Careerbuilder.com where she built several multi-million dollar business units resulting in new profit streams and organizational career paths for the company. As part of Careerbuilder.com's leadership team, she enjoyed the opportunity to create and drive new market strategies and client solutions.

As the CEO of tMedia Strategies, a transmedia consulting firm, Carisa works with organizations diverse in industry and size. Her clients range from global Fortune 500 companies to governmental organizations to independent film campaigns. Leveraging the diverse, hands-on experience gathered through her involvement in executing emerging media strategies, Carisa designs and delivers practical and entertaining keynote speeches at international expos and conferences, company kick-offs, summit meetings, association conferences, community events and various thought-leadership engagements throughout the United States, Canada and Europe.

With relentless energy and an unwavering focus on the business applications of emerging digital technologies, Carisa delivers a fresh perspective and pertinent solutions to her clients and audiences. Her passions are rooted in helping businesses and productions discover new solutions resulting in funding, brand awareness, bottom-line return and enhanced audience engagement. Carisa holds strong affection for transmedia storytelling and digital media entertainment promotions. Carisa believes that when a brand's, a person's or any message is shared through multiple mediums, sharing small amounts of new information in slightly different ways each time, an irresistibly engaging storyline is presented to the audience. Delivering these unique messages in concert with how an audience prefers to digest information, is both an art and a science....one to result in wild productivity.

Carisa holds an Executive MBA from Queens University in Kingston, Ontario, A Masters of Integrated Online Marketing from the University of San Francisco and has recently completed Thunderbird's Global Management Master's program.