

TECH

PITCHING KIT

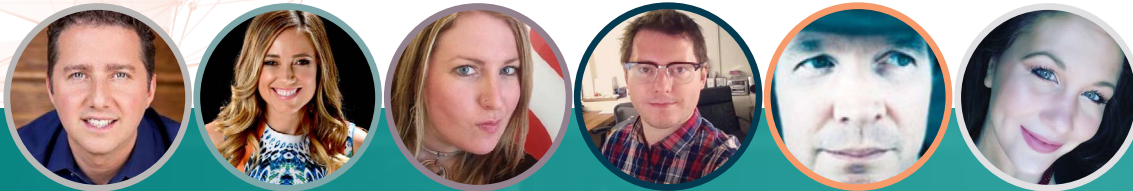
TECH INFLUENCERS HELP YOU BUILD TRUST IN AN INCREASINGLY SOPHISTICATED CONSUMER MARKETPLACE



Deloitte provides an **industry outlook**.

"Tech companies are starting to see their products and services consumed in entirely new ways."

Forging relationships with technology influencers is crucial to getting your story to consumers, and the influencers featured here represent many of the technology publications and blogs where your business could potentially be featured. We'll share insights on how each individual influencer prefers to receive pitches, as well as demographics on where you can find these technology influencers on social to start building relationships. For tips on how to more effectively pitch influencers, read **5 Media Relations Hacks to Get More Coverage**.



CISION



MARC SALTSZMAN

FREELANCE WRITER

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SOCIAL MEDIA:

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CAREER:

1996 - Present - Freelance, Technology Journalist

EDUCATION:

1993 - University of Toronto-Scarborough



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PROFILE:

Marc Saltzman is Freelance Writer focusing on Technology. He can be contacted by email.



AMBER MAC

BLOGGER

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OUTLET NAME: **Amber Mac**

CAREER:

MacArthur was previously host of App Central and is now a regular tech expert on The Marilyn Denis Show. Prior to that, she worked for CITY-TV. She also hosted the shows Call for Help, Gadgets & Gizmos and Torrent on G4TechTV.

CONTACT THROUGH HER WEBSITE



PROFILE:

Amber Mac is a Blogger, Television Host, Keynote Speaker, and Bestselling Author for many media outlets. She covers Digital Marketing, Consumer Technology, and, Business Innovation and Social Media. She has hosted shows for Fast Company, G4TechTV, AOL and CTV, as well as appeared regularly as a tech expert on CNN and CBS.



AMANDA BLAIN

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OUTLET NAME: **AmandaBlain.com**

CAREER:

2007(Jul) - Present - FortuneGeek Corporation, Owner
2009(Jan) - Present - Girlfriend Social, CEO
2004(Aug) - 2006(Dec) - TalkSwitch, Channel Sales Manager
2003 - 2004(Apr) - Workstream Inc., Senior Career Marketing Specialist
2002 - Computer Media Group, Account Manager

EDUCATION:

2004 - 2006 - Canadian Sales Professional Association, CSP, Sales
1998 - 2001 - Algonquin College of Applied Arts and Technology, Museum Technology

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PROFILE:

Blain is the Editor for Girlfriend Social and a Blogger for World of Geek Stuff covering Pop Culture, Geek, Cosplay, Nerd, Gadgets, Events, Video Games, Board Games, Tabletop Games, Gaming, Movies, TV, Lifestyle, Technology, Cons, Comics, Kickstarter, Toronto, Seattle, New York, Orlando, Tampa, Los Angeles, London, San Francisco, Las Vegas.



DAVID
CROW

BLOGGER

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OUTLET NAME: StartupNorth



CONTACT THROUGH HIS WEBSITE

PROFILE:

Crow is a Blogger and covers business development and technology industry for StartupNorth. Contact him via the online form.



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PROFILE:

Bray is the Blogger at ongoing and covers Technology and the Technology Industry, Software, and Software Development. Contact him via e-mail.



LIESL
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EXECUTIVE DIRECTOR
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OUTLET NAME: Montreal Geek Girls



PROFILE:

Barrell is Executive Director and Blogger at Montreal Girl Geeks and covers the technology industry and women in business. Contact her via the online form.

CISION TECHNOLOGY PITCH KIT METHODOLOGY

The traditional and non-traditional media professionals featured in the Cision Pitching Kits have profiles in the Canadian Cision Media Database, and are vetted by the company's media research team to verify their positions as media professionals, influencers and bloggers. These individuals must meet certain additional criteria to be featured: they must cover the specific topic being highlighted in the kit, have given direct consent to be listed in the Media Database and must have been verified by the research team recently.



Are you a member of the media who wants to be featured in the next pitching kit?

[Contact our Media Research team today!](#)

UNCOVER MORE TOP JOURNALISTS AND TRENDSETTERS IN YOUR INDUSTRY WITH THE CISION® COMMUNICATIONS CLOUD®.

Request a demo now and learn how to build better relationships with influencers who matter.

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