



The Ultimate Corporate Event Company

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**Digital Innovator | Former "Dragon" on *Dragons' Den*;
Host, *The Disruptors***

<http://www.kmprod.com/speakers/speaker-bruce-croxon>

Bio

Bruce Croxon is one of Canada's most successful start-up entrepreneurs. The co-founder of the wildly successful dating site Lavalife, and a former "Dragon" on CBC TV's *Dragons' Den*, Bruce shares his informed insights into what it takes to succeed in today's demanding entrepreneurial environment, speaking on the importance of collaboration, innovation, an open mind, and the need to stay on the cusp of technology when going after your business dreams. [morelink]

Topics

Bruce Croxon's Speaking Presentations:

Entrepreneurship by Collaboration

There are successful maverick entrepreneurs – but they are the exception and stand out because of it. Most successful businesses are built of partnership and collaboration. "The results of the group far outweigh those of the individual, every time." So says, Bruce Croxon, digital pioneer and co-founder of Lavalife. Bruce guides the audience along the exciting and intense entrepreneurial

path describing through his own experiences and informed insight what it takes to achieve success in today's ever faster and demanding entrepreneurial environment.

Disruption

Through the network effect of connected devices, we are arguably in the greatest period of change since the Internet was commercialized in the mid 90's. What is going on, how fast, who is being impacted, and what can today's businesses do to adapt to an environment where nothing seems to stay the same. Bruce Croxon tackles these questions – and provides answers – head on.

Corporate Culture: Building a Corporate Culture by Design, not Default

Clear vision and unwavering values are the driving force that built Lavalife into a 100 million dollar business. Often entrepreneurial success is defined retrospectively. Not so with Lavalife, whose executive team were early adopters, not only of technology, but of organizational development strategy. Bruce Croxon shares his philosophy for business growth and success, and how decisions guided by core values, benefits recruitment, culture, and innovation lead to success.

Marketing Lessons from a Social Networking Pioneer

Bruce Croxon shares marketing strategies and tales from the trenches from his vantage point at the helm of the very first on-line social network. Having navigated Lavalife from its start in the 80s as Telepersonals, a telephone-based dating service, Bruce recounts how getting on-side emerging trends and influencing societal shifts revolutionized how people connect and led to Lavalife's 97% brand recognition in Canada.

Bruce Croxon shares informed insights into what it takes to succeed in today's demanding entrepreneurial environment. He speaks on the importance of collaboration, innovation, an open mind, and the need to stay on the cusp of technology when going after your business dreams.

Bruce Croxon is represented by K&M Productions. For more information, [fees](#), Bruce Croxon's speaking schedule & [booking Bruce Croxon contact us](#).