

**Michael Strasser**  
**BAS Honours in Marketing 2007**



After graduating from York and backpacking around the UK for six weeks, Michael began his advertising career with GREYcanada working on the accounts RIM, P&G, and Mars Petcare. Over the course of the next three years, he moved within both the interactive/online, and traditional (TV, Print, Radio, Outdoor, etc.) sides of the agency gaining valuable experience and knowledge, while creating integrated North American campaigns for Captain Morgan, Salvation Army, Special Olympics Canada, Guinness, Breathe Right, Tbooth, and abreva.

In July of 2010, Michael moved to *Strategy Magazine's* "Agency of the Decade", **TAXI**, where he currently brings to life the fully integrated campaigns for the iconic retailer, Canadian Tire.

**When you're not working, where can we find you and doing what?**  
At High Park or Sorauren Park with my fiancée and our dog.

**Thing you just can't live without?**

Besides my dog, music, playing, writing, listening, discovering more - all of these things serve as endless inspiration and enjoyment for me.

**What are your future ambitions?**

To continue to bring to life innovative and effective campaigns for my clients, while rising within the agencies I am part of.