



Flywheel Strategic

Digital Health Check
Specialists



Oliver Moorhouse



Mia Ellis-Lee



Scott Snowden



Stephen Medve

Navigating the digital realm requires a blend of strategic insight, innovative thinking, and a deep understanding of user needs. It's not just about leveraging the latest tools or staying updated with trends—it's about crafting memorable experiences. At Flywheel Strategic, our Digital Experience Specialists exemplify this blend. Meet the team who are waiting for your project.



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Oliver Moorhouse

With a profound passion for elevating digital experiences, Oliver Moorehouse stands as a leading figure in the realm of digital experiences. With a knack for posing deep and meaningful questions, Oliver delves into the intricacies of digital platforms to unearth transformative insights. His expertise has been instrumental in optimizing the digital landscapes for a diverse array of businesses, ensuring they not only meet but exceed their performance aspirations.

Oliver has worked on collaborations with notable names, including:

- ✓ **SNAP Financial** where he drove pivotal changes to enhance their digital responsiveness, dealer engagement and operational efficiencies.
- ✓ **Abode Financial** and **Mackenzie Financial**, where his insights have significantly uplifted their user experience and reduced digital friction points in a very significant way.
- ✓ Sports enthusiasts might recognize his impact at **CAN/AM Hockey**, where he was able to uncover the limiting aspects of the business operation and user engagement.
- ✓ In the real estate sector, **Lennard Commercial** reaped the benefits of Oliver's expertise, by streamlining their CRM and deal tracking systems to provide better data quality, enhanced internal controls and increased staff efficiency.
- ✓ **Watercress Financial**, would not have the visibility to risk management without Oliver's keen, sharp insights and recommendations.
- ✓ The realm of home organization saw a digital health improvement under his guidance at **Organized Living**.
- ✓ Not to forget, the **Inuit Art Foundation** stands as a testament to his versatility, as he amplified the digital voice of this influential non-profit organization.

Spanning from mid-market "movers" to international behemoths to impactful non-profits, the range and depth of Oliver's experience underscore his unmatched proficiency in the digital domain. Businesses, irrespective of their size and purpose, have thrived under his strategic vision, making Oliver Moorehouse a sought-after name for digital health optimization.



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Mia Ellis-Lee

Mia Ellis-Lee has etched an indomitable mark in the digital realm through her visionary approach and meticulous execution at Flywheel Strategic. Her prowess lies in her ability to transform business objectives into actionable digital strategies, thereby ensuring an enhanced online presence and engagement for her clientele.

A glance at Mia's illustrious portfolio reveals her association with a diverse array of esteemed organizations:

- ✓ At **RPIA**, Mia masterminded digital campaigns that effectively communicated the firm's financial prowess to a broader audience, resulting in heightened investor interest.
- ✓ With **Environics Institute**, her strategies brilliantly encapsulated the institution's research-driven ethos, ensuring data was not only accessible but also engaging for readers.
- ✓ Her collaboration with **Health Canada** stands as a testament to her ability to navigate complex regulatory landscapes, translating crucial public health information into digestible and engaging digital experiences.
- ✓ For **Proof Experiences**, Mia crafted immersive online experiences that resonated deeply with their target audiences, strengthening the agency's digital foothold.
- ✓ **Tourism Barrie** saw a revitalized digital presence under Mia's guidance, making the city's attractions more appealing and accessible to potential visitors and destination seekers.
- ✓ In the real estate sector, **Forager Real Estate Partners** experienced a digital renaissance, with Mia elevating their online listings and engagement strategies.
- ✓ Mia also made her mark at **Organized Living**, streamlining their online platform and balancing content delivery across separate target audiences for a more targeted user experience.

Mia Ellis-Lee's dynamic approach, combined with her deep understanding of varying industry nuances, makes her an invaluable asset in the digital world. Her ability to cater to a broad spectrum of clients, from public health entities to tourism boards, underlines her unmatched versatility and dedication at Flywheel Strategic.



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Scott Snowden

A linchpin in the arena of digital strategy, Scott Snowden has made a name for himself with his astute analytical skills and innovative solutions at Flywheel Strategic. His in-depth understanding of the digital landscape is complemented by his ability to harness its potential, ensuring businesses achieve optimal online impact. Scott enjoys working with entrepreneurs and enterprise business leaders alike.

Scott's impressive portfolio boasts collaborations with a myriad of esteemed businesses:

- ✓ With the **Propsectors & Developers Association of Canada**, he improved the health of the user experience for thousands of convention attendees and crafted strategies that showcased the association's significance and reach in the digital sphere.
- ✓ Venturing into the realm of finance, Scott analysed the existing digital operations, streamlined systems and elevated the digital interface of **IPFS Canada**.
- ✓ **Hazelview Investments** benefited immensely from Scott's acumen, as he fine-tuned their online platforms to better resonate with each audience segment across their diverse clientele.
- ✓ Scott also played a pivotal role at **SNAP Financial**, streamlining their digital operations to be more adaptive and dealer-centric.
- ✓ **The Logic**, with its emphasis on in-depth journalism, saw Scott revolutionize its online content delivery, ensuring subscribers had an unparalleled reading experience.
- ✓ **BDP Quadrangle** tapped into Scott's expertise, leading to a refreshed and intuitive digital architectural showcase as well as a powerful intranet and HR performance management system.
- ✓ Last but not least, **PI Incentives** experienced a surge in online engagement and user satisfaction under Scott's watchful eye.

From financial institutions to media houses, from architectural firms to incentive platforms, Scott Snowden's versatility and prowess are evident. His endeavors with both local and international brands have solidified his reputation as a beacon of digital innovation and effectiveness at Flywheel Strategic.

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Stephen Medve

Stephen Medve's footprint in the digital universe is nothing short of remarkable. At Flywheel Strategic, he is renowned for his unique blend of creativity, technical acumen, and a deep-seated understanding of diverse industry dynamics. His holistic approach ensures that businesses don't just adapt but thrive in the ever-evolving digital landscape.

Stephen's illustrious track record encompasses collaborations with a slew of revered organizations:

- ✓ With **Mortgage Professionals Canada**, Stephen helped untangle a web of digital complexity that aptly showcased the association's dedication to excellence and improved the reliability and availability of the client's online presence.
- ✓ At **IA Financial**, he has been instrumental in redefining their digital narrative, ensuring that complex financial products are easily managed with a well architected digital infrastructure.
- ✓ **Aleris** benefited from Stephen's capabilities to coordinate and conduct global workshops to identify key findings and develop a GAP analysis that led to the delivery of a more streamlined and efficient company intranet.
- ✓ His association with **PNC Financial** underscored his ability to conduct content and technical planning into seamless digital experiences, fortifying the brand's online credibility.
- ✓ **Brandt**, a name synonymous with quality, leaned on Stephen's expertise to amplify its digital voice, resulting in enhanced customer engagement and brand loyalty.
- ✓ For motorcycle aficionados, Stephen's impact on **Harley Davidson** is hard to miss. He revamped their internal digital portal, making the iconic brands RIDE intranet an even more appealing to engineers, employees and executives around the world.

Stephen Medve's vast experience, ranging from financial giants to iconic brands, speaks volumes about his adaptability and visionary approach. He is undeniably a force to be reckoned with in the digital space, continually setting new benchmarks of excellence at Flywheel Strategic.



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