



Matt Di Paola

Public Relations, 1995

Managing Director, Canada, Huge

At Huge, Matt oversees a team of 50+ visionaries in Toronto, made up of a combination of subject matter experts in digital & physical product design, UX, environmental design, organization design, brand and communications. As Senior Vice-President & General Manager at Critical Mass, he worked with over 100 strategists, creative teams, technologists and project managers focused on developing innovative digital experiences for Canadian and international clients. Matt is a pioneer in the world of digital strategy integration. He has set a precedent in establishing and implementing “interactive” strategies with high profile national and international companies.