



Mia Pearson

Public Relations, 1992

CEO, MSL Group Canada

A serial entrepreneur with a reputation for being an innovator, corporate strategist, and pioneer at fusing digital innovations with earned media, Mia Pearson is the co-founder of North Strategic and Notch Video, and the CEO of MSL Canada, a Publicis company. Pearson has worked with brands like Samsung, American Express, airbnb, Lyft, Cadillac Fairview, Canada Goose, Air Miles, and Twitter among others. Her creative work has helped put Canadian companies on the international map. North's groundbreaking work on the Sport Chek Social Flyer program – a move to digitize the brand's traditional paper flyer – was one of only two Canadian campaigns to win a coveted global 2014 Facebook Studio Award. In 2015, Mia was inducted into the Hall of Fame of Canada's Top 100 Most Powerful Women and named RBC's Female Entrepreneur of the Year.