



## **Gord Ray**

Brand Development Lead, INSTAGRAM

Over the past 20 years, Gord has developed an international career working with the world's leading brands in marketing strategy and communications.

Gord has held a variety of leadership roles in many aspects of marketing and media including Publishing Director of Wallpaper\* magazine at Time Inc, Global Marketing Director for Georg Jensen in Copenhagen and senior positions with Leo Burnett and Saatchi & Saatchi in Toronto, Prague and London.

He is currently the Brand Development Lead for Instagram in the UK and advises commercial partners on advertising best practices and how Instagram can build overall brand equity.

Gord holds an MBA from IMD (Switzerland) and a BComm from Queen's University (Canada)