



# ACHIEVEMENT IN PUBLISHING

## CHRIS BIRD

Those who know Chris Bird describe him as passionate and innovative. They say he is a forward-looking, committed, hardworking role model who is an effective and vocal advocate for Canadian magazines and publishers.

With nearly 20 years in the industry, Chris started in magazine advertising sales for *Kootenay Business Magazine*, but his entrepreneurial spirit soon prompted him to head out on his own when he founded Bird Marketing Group in 2001, which, in turn, launched *Fly Fusion* magazine as a supplement to a fly fishing trade show. Quickly realizing the magazine had tremendous promise, over the next 10 years he steadily built *Fly Fusion* into an undisputed market leader in Canada and the U.S.

At the same time he has successfully navigated the transition from a traditional print model to a multi-channel, digital world, from online and social media, to television programming and a successful international film festival. *Fly Fusion* magazine remains at the core of the business, driven by his emphasis on quality.

Chris is also a builder in the industry. He is known for challenging the status quo in ways that create a better atmosphere for small publishers. He is a member of the AMPA board and can be counted on to advocate new ways for publishers to build their businesses and ensure that magazines maintain and grow their strong voice in our culture.