Elena Fordham

Elena is a brand strategist, connector, and storyteller who helps businesses—from ambitious startups to established legacy brands—develop marketing, communications, and influencer strategies that drive results. Her agency has partnered with notable organizations including Urban Planet, Miles Nadal Jewish Community Centre, Orbiseed AI, and Union Station.

With a global perspective shaped by living in Hong Kong, Australia, Greece, and across Canada, Elena now resides in Aurora, Ontario, with her husband and two boys. She is also committed to giving back, mentoring emerging entrepreneurs through YSpace and local townships, and supporting mental health and addictions research through CAMH and CMHA.