

Meir Bulua

Serial Tech Entrepreneur

Summary

CEO of web strategy and custom application development company. Chief Project Manager and Marketing Director. Worked with startups, mid-size, and top 500 e-retailer companies on a range of services including ebusiness, ecommerce, social networks and web 2.0 technologies and strategies. I am focused on delivering real business value by educating our clients about the latest proven technologies, strategies that deliver improved profits and operational efficiencies, and using technology to improve life.

Specialties

Web strategy, social networks, inventory management software, ecommerce, web design, web 2.0 technologies, services, and strategy.

Experience

Founder and CEO at LeverageIT

October 2013 - Present (10 months)

Director of Technology and Digital Marketing at Cory Vines

February 2013 - Present (1 year 6 months)

Director of Technology at Newtopia Inc.

May 2011 - Present (3 years 3 months)

CEO at LeviaIT

February 2011 - December 2013 (2 years 11 months)

LeviaIT is a boutique software architecture firm that has been in business since 1999. The company has now grown to over 10+ IT professionals. We operate a head office in Toronto, an office in Cape Town and a development subsidiary center in India. We offer niche IT services in Customized Web Design Solutions, Software Design & Development, and Mobile Application Development.

4 recommendations available upon request

Managing Director at AdvancePro by Oraware

February 2011 - November 2011 (10 months)

Led the transition of failing Tech firm

Executive Director at Forest Hill Jewish Centre

October 2008 - June 2011 (2 years 9 months)

5 recommendations available upon request

Program Administrator at BAIS Program - FDU

May 2005 - January 2009 (3 years 9 months)

- Responsible for general operation including scheduling, facility management, marketing and recruiting
 - Increased enrollment by 250% year over year
 - Responsible for over \$1.5 million in tuition fees
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Skills & Expertise

Online Marketing

Non-profits

Web Development

Website Development

Startup Development

Drupal

Social Media Marketing

Online Advertising

Web 2.0

Start-ups

Leadership

Fundraising

Social Media

Nonprofits

Strategic Planning

Sales

Entrepreneurship

Social Networking

Mobile Devices

Digital Marketing

Public Speaking

ecommerce

Analytics

E-commerce SEO

E-commerce

Marketing

Management

Marketing Management

Mobile Applications

Web Design

Strategic Partnerships

Recruiting

Email Marketing

SEM

Lead Generation

PPC

Web Analytics

Business Development

Web Marketing

SEO

Mobile Marketing

Marketing Strategy
Google Analytics
Strategy
Digital Strategy
Marketing Communications
Business Strategy
Web Project Management

Education

Fairleigh Dickinson University
B.A., Business Administration, 2005 - 2007

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9 people have recommended Meir

"Meir and his team at LeviaIT provided great work on a challenging and unique project. Meir went above and beyond to develop a deep understanding of our challenges and was able to provide both great feedback and suggestions that greatly improved the final product. I would highly recommend Meir and his team for any project, web or mobile, where high value is placed on integrity, flexibility and, most importantly, great work."

— **Levi Bergovoy**, was Meir's client

"I have had the pleasure to know Meir Bulua for a few years and recently worked with him directly as well. He is incredibly knowledgeable of website development, social media and mobile marketing...In fact, he is very much on the "cutting edge" of technology in general, always knowing about the 'latest and the greatest' on the digital front, both in the United States and globally. Smart, reliable, super creative and very easy to work with!"

— **Yosi Heber**, *President, Oxford Hill Partners, LLC*, was with another company when working with Meir at LeviaIT

"Meir's 'out of the box', creative and critical-thinking skills fuse brilliantly with his technical knowledge. He brought (and continues to bring) real world innovations to my business that positively affect my bottom line. I most definitely appreciate Meir's abilities and would recommend him to my closest friends and colleagues."

— **Ari Fudim**, *Vice President, York International Gems*, was with another company when working with Meir at LeviaIT

"Meir always has the best interest of his clients at heart. Not only does he have an eye for detail and marketing capabilities of your website he also has sincere appreciation for his clients budgetary and time constraints. Highly professional."

— **Irving Siegel, MD**, was Meir's client

"Meir is the consummate professional. He is hard working, attentive to details and a great communicator. I have witnessed Meir juggling multiple large projects simultaneously, with a sense of ease that belies the hours of behind-the-scene work, planning and coordination that is needed. When I have a question, or need a connection, Meir is the first person I call, and usually the last person I have to call. He is well loved, extremely well connected and somebody who I have come to trust and rely on."

— **Eyal Zilnik**, *Director, Business Development, One Stop Media Group*, was with another company when working with Meir at Forest Hill Jewish Centre

"I've had the privilege of watching Meir Bulua's smooth, steady leadership of the Forest Hill Jewish Centre over the last two and a half years. Meir has read the pulse of the Toronto Jewish community with a combination of intuition and industry. There can be no doubt that that his organization, fundraising and leadership are major forces behind the shul's ongoing expansion and which will imminently culminate in the groundbreaking of a fantastic new building. Every major synagogue in Toronto dreams of having a tenacious young helmsman of Meir Bulua's calibre and if they don't- they should."

— **Paul Adam**, *Writing Skills Initiative- Assistant Instructor, Ryerson University*, was with another company when working with Meir at Forest Hill Jewish Centre

"I have worked with Meir in a professional capacity for several years. His diligence, intelligence and affability are a credit to him and his organization."

— **Adam Aptowitzer TEP CEA**, *Principal, Drache Aptowitzer LLP*, was a consultant or contractor to Meir at Forest Hill Jewish Centre

"Meir is extremely organized and reliable. He is always coming out with new ways of doing things. and is a great asset in any organization. I have consulted with him in many areas and his advice is always appreciated."

— **Mordy Weinberg**, *Director of Community Development, Thornhill Community Kollel*, was with another company when working with Meir at Forest Hill Jewish Centre

"Meir by nature is an excellent and dynamic Executive Director. He has the remarkable ability to move the organization forward -- with immediate buy-in -- through small, painless steps and seamless changes, all of which have permanent and long term impact. Meir understands the business of Non-Profits, and is unwilling to accept the status quo or to compromise striving for excellence. Meir regularly demonstrates an aptitude for work-place and member services based technology in a way which improves the organization's internal operations while also striving to exceed the anticipated needs of the organization's stakeholders."

— **Jessica Pelt**, *Executive Director, Shaarei Shomayim Congregation*, worked with Meir at Forest Hill Jewish Centre

[Contact Meir on LinkedIn](#)