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## fusedlogic CEO picked as mentor in sparkIT student marketing competition

**Edmonton, AB** - Walter Schwabe, chief evolution officer for [fusedlogic](#), an Edmonton social media strategy company, has been named as one of a select group of Edmonton mentors and judges for the [sparkIT student marketing competition](#).

The Alberta-based student marketing competition offers student teams \$20,000 in tuition grants and other prizes.

Schwabe was chosen as a mentor based on his extensive experience in marketing and work with a variety of North American corporations such as Apple, Dell, AMD, Yahoo! Canada and many more. With a number of writing credits under his belt, Schwabe is a regular columnist with Edmontonians magazine and has been quoted in publications such as PROFIT magazine.

As a public speaker he's in great demand, speaking across North America about Web 2.0, social media strategy and how to integrate the two into an overall marketing plan.

"I am looking forward to mentoring the students in this marketing competition, particularly in my specialty area of Web 2.0 and social media strategy," said Schwabe. "These days a social media strategy is a key component of every marketing plan."

In the current global economic climate, businesses are realizing more and more that social media strategies can help them generate opportunity and brand awareness in new cost-effective ways and are integrating them as part of their overall marketing plans, Schwabe added.

"I think that post-secondary students these days have an advantage when it comes to social media," Schwabe said. "They've been digitally plugged in with the early forms of social media for longer than most, so they've got an intrinsic understanding of it."

Where Schwabe comes in is to mentor students and help develop their overall marketing strategy and the social media strategy component of it.

"I consider myself a lifetime learner, so it will be great to see the creativity and enthusiasm at work with these students and hopefully I can challenge them to push some boundaries."

### **About: The competition**

The sparkIT student marketing competition, sponsored by Nirix Technology, is open to all full- and part-time students attending a post-secondary institution in Alberta. The prizes are valued at \$20,000 in tuition grant money as well as products and services from Dell Canada.



**About: fusedlogic**

**fusedlogic** is one of [Canada's leading social media strategy](#) and Web 2.0 strategy firms. Based in Edmonton, **fusedlogic** has operated since 2000. Our goal is to educate clients on how to effectively engage the online community.

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**More information on the completion:**

<http://www.nirix.com/pages/sparkIT/ForStudents.aspx>