

Cyrus Mavalwala, ABC MC

Master Communicator, 2018



Founder, Advantis Communications

Cyrus Mavalwala is a communication strategist, trainer and speaker who has been helping organizations achieve their business objectives for 25 years. An active IABC member, Cyrus has volunteered at the local, regional and international levels.

In 2002, Cyrus founded Advantis Communications, a communication agency that delivers measurable value to B2B organizations across Canada and the USA. Advantis' work in PR, video and social media has earned multiple Gold Quill, Silver Leaf, Silver Quill and OVATIONS awards. Cyrus also co-founded Act Like An Agency to train communicators on how to evolve from tacticians to strategists within their organization. At the University of Toronto School for Continuing Studies, Cyrus was one of the founding course developers and instructors of the popular Social Media Strategy and Communications Management Certificate.