



## Twilio Makes Its Debut in Canada's Booming Tech Scene

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*Appoints VP & GM to drive growth in the region*

*Platform empowering top Canadian businesses to build differentiated digital customer experiences, including Shopify and Flair Airlines*

*Canadian employee base grows exponentially in just six months*

SAN FRANCISCO--(BUSINESS WIRE)-- [Twilio](#) (NYSE: TWLO) (LTSE: TWLO), the customer engagement platform that drives real-time, personalized experiences for today's leading brands, today announced its official entrance into the Canadian market.

Over 268,000 global businesses have turned to Twilio to deliver best-in-class digital customer experiences. The company's leading customer engagement platform delivered 1.3 trillion emails and sent nearly 127 billion messages between businesses and their customers last year. Entering the Canadian market is the latest milestone in Twilio's rapid business growth and widespread global expansion.

Expansion efforts in the region will be led by Dino Marasco, the new Vice President and General Manager of Twilio Canada. Twilio's Canadian team has grown to several dozen employees in just six months, and the company will continue to aggressively hire.

Canada is home to some of the world's biggest brands and a flourishing startup landscape. Combined with a top-tier university system that has created a diverse pool of engineering talent, the country has emerged as a breeding ground for innovation. Some of Twilio's earliest customers hail from Canada, including Shopify, [Flair Airlines](#), and more. Now the company is doubling down on the market with an emphasis on the public sector, healthcare and life sciences, retail and financial services industries.

"The market opportunity in Canada is tremendous. Every major city in this country is brimming with entrepreneurship, innovation and engineering talent," said Marasco. "We're incredibly eager to take advantage of the massive opportunity to support Canadian businesses in building direct, long-term relationships with their customers."

Twilio's recent [State of Customer Engagement Report](#) found companies that invested in digital customer engagement saw top-line revenue increase by an average of 70%. Twilio is on a mission to help B2C businesses everywhere reap similar rewards.

"A direct line of communication with customers is mission-critical in the travel industry, where things can change in an instant. Twilio enables us to maintain that close connection with our passengers, ultimately improving the customer experience," said Garth Lund, Chief Commercial Officer at Flair Airlines. "We're excited about the potential to deepen our work with Twilio as they grow their presence in Canada."

Information about roles Twilio is hiring for in Canada can be found [here](#).

### About Twilio

Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio's leading communications APIs enable companies to engage with their customers across voice, conversations, messaging, video and email. Twilio Segment, the leading Customer Data Platform, allows companies to create highly personalized interactions and automated customer profiles based on first-party data from multiple channels. Twilio enables companies to use communications and data to add intelligence to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers.

### Forward-Looking Statements

This press release contains forward-looking statements, including, but not limited to, statements regarding Twilio's expectations regarding hiring plans and market opportunities. These forward-looking statements are based on Twilio's current expectations and inherently involve significant risks and uncertainties. Actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of these risks and uncertainties, which include those described in Twilio's filings with the United States Securities and Exchange Commission. Forward-looking statements speak only as of the date of this press release and Twilio does not undertake any obligation to update or revise these statements, except as may be required by law.



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