



PWC ICCO NEXT GENERATION AWARD
Mike Soragnese
Creative Director & Producer, Render Media Inc.



His entire life, Mike Soragnese has been driven to perform and engage audiences. From his involvement in Music, Theatre, and Film Making at a very young age; to developing a career in Media, Marketing, and Advertising.

Mike is currently a Creative Director and Producer with extensive hands on experience in video production. He isn't afraid to get back in the edit suite or pick up a camera and go! With an Honours degree in Sociology and nearly a decade of industry experience under his belt, Mike knows there is no single approach when it comes to engaging an audience, and that every project is unique.

As the Founder, Creative Director, and Producer for Render Media – Mike has been able to utilize his background in marketing and put his full creative skill set on display while working with brands such as Conair, Cuisinart, George Foreman, Dr. Ho, Dewalt, Skinny Girl

Martini, Canadian Club, Banff Ice Vodka, Sauza Tequila, Beaujolais, Raymond James, City of Toronto, the City of Vaughan, and the Vaughan Chamber of Commerce.

Render has also been involved in the production of a number of TV pilots, including "Playbook" and "Outside the Pocket" with CFL Hall of Fame quarterback Damon Allen.

Through the years Mike has also worked on camera as the Host and Producer of "The Business Section" on Rogers TV as well as Host and Correspondent for various live broadcasts such as The Elections, Political Debates, League 1 Ontario, and even the Santa Claus Parade. Mike has also given back to the community by volunteering his time and talent to various charitable organizations; he is currently a committee member with Rev It Up for Sick Kids as well as a Director on the Marketing and Communications Committee for the MLSE Foundation Game Changers Board.