

# THE ADVISOR

BY DAVID PAGNOTTA  
PHOTOGRAPH BY A.J. MESSIER

**T**he top guys in the sports, business and philanthropy world (maybe you've heard of Apple Computer, Martin Brodeur, Facebook, and Toronto's SickKids and Princess Margaret hospitals?) have called him "The Advisor" and rely on his experience, expertise and best-of-breed network to build their brands, break into new fields, and create impactful opportunities in the digital media and communications market.

In the Toronto Maple Leafs locker room alone, Robins guides NHL Award finalists Joffrey Lupul and John-Michael Liles, and defenseman Jake Gardiner in developing community outreach programs, getting their voices heard on digital and traditional media outlets, and creating unique proprietary opportunities to showcase their personality and passions.

"Today's world-class athlete is interested in personalized branding, making a difference for his team and community," he says. "Through our discussions, we collaboratively develop a lifestyle management plan with a focus on one goal. Engaged passion will lead to better results on the ice."

Recognized as Canada's Top Sports Marketer by the Globe & Mail, Robins typically likes to stay behind the scenes where he enjoys watching his clients flourish in the spotlight and on the ice. But when labour unrest throws a wrench in the game, Robins steps up.

In 2005-06, he executive produced the World Stars Tour with IMG, challenging seven national hockey teams across Eastern Europe and Russia to participate in showdown matches before huge sold-out crowds. At the same time, he executed one of the game's best-selling books "Brodeur Beyond The Crease."

Now his expanding roster of clients with the time to pursue off-ice interests count on his company, Intellectual Capital's ([www.intcap.ca](http://www.intcap.ca)), advice for personal branding and lifestyle management on everything from Twitter and the Toronto International Film Festival, to social content and social objects that spark two-way conversations. Robins has his eye on everything and is always in on the conversation from the locker room to the boardroom.

Brad Robins has seen it all and knows where it's going next.