

Jesse Yuen - Managing Director, Culture to Brand, ATB

Jesse is ATB's Managing Director of Culture to Brand at—the team responsible for aligning cultural building initiatives with brand goals. Beginning his marketing career in telecommunications in 1994, Jesse joined ATB in 2010. Since 2015, he's led a variety of brand teams and initiatives, most notably co-leading the development of ATB's differentiated experience (brand) model. A coffee enthusiast, Jesse dreams of retiring to run a dog-friendly coffee shop, offering tasty treats for both humans and canines.