

## Steve Taylor, CEO of BlueRush, Accepted Into Forbes Technology Council

*Forbes Technology Council Is an Invitation-Only Community for World-Class CIOs, CTOs, and Technology Executives.*

TORONTO, Nov. 24, 2021 /CNW/ - Steve Taylor, CEO of BlueRush Inc. (TSXV: BTV) (OTCQB: BTVRF), an emerging personalized video Software as a Service (SaaS) company, has been accepted into Forbes Technology Council, an invitation-only community for world-class CIOs, CTOs, and technology executives.

Steve was vetted and selected by a review committee based on the depth and diversity of his experience. Criteria for acceptance include a track record of successfully impacting business growth metrics, as well as personal and professional achievements and honors.

"We are honored to welcome Steve into the community," said Scott Gerber, founder of Forbes Councils, the collective that includes Forbes Technology Council. "Our mission with Forbes Councils is to bring together proven leaders from every industry, creating a curated, social capital-driven network that helps every member grow professionally and make an even greater impact on the business world."

As an accepted member of the Council, Steve has access to a variety of exclusive opportunities designed to help him reach peak professional influence. He will connect and collaborate with other respected local leaders in a private forum. Steve will also be invited to work with a professional editorial team to share his expert insights in original business articles on Forbes.com, and to contribute to published Q&A panels alongside other experts.

Finally, Steve will benefit from exclusive access to vetted business service partners, membership-branded marketing collateral, and the high-touch support of the Forbes Councils member concierge team.

"I am honored to join the Forbes Technology Council and look forward to sharing my expertise and leadership with the member community," said Steve. "BlueRush has a proven track record in helping customers implement digital solutions that provide a personalized, authentic, and engaging client experience. I am confident that being part of the Council and collaborating with respected business leaders will help BlueRush continue to deliver a world-class customer experience solution."

### ABOUT FORBES COUNCILS

Forbes Councils is a collective of invitation-only communities created in partnership with Forbes and the expert community builders who founded Young Entrepreneur Council (YEC). In Forbes Councils, exceptional business owners and leaders come together with the people and resources that can help them thrive.

For more information about Forbes Technology Council, visit [forbestechcouncil.com](https://forbestechcouncil.com). To learn more about Forbes Councils, visit [forbescouncils.com](https://forbescouncils.com).

### About BlueRush

BlueRush develops and markets IndiVideo™, a disruptive, award-winning interactive personalized video platform that drives return on investment throughout the customer lifecycle, from increased conversions to more engaging statements and customer care. IndiVideo enables BlueRush clients to capture knowledge and data from their customers' video interaction, creating new and compelling data driven customer insights.

For more information visit: <http://www.bluerush.com>.

SOURCE BlueRush Inc.

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