



Matt Juniper

CEO
Praxis

Matt Juniper is the CEO of PRAXIS and co-founder of Curium, award-winning marketing agencies known for building campaigns that fuse creative storytelling with data-driven results. Over the past 15+ years, he's helped lead integrated work for global brands like PepsiCo, Suntory Global Spirits, and Morinaga America — but it's his bold reimagining of the work week that's garnered attention beyond the marketing world.

In 2021, Matt became one of the first agency leaders in North America to implement a four-day work week — with no cuts to pay or performance expectations. His approach focused not just on operational efficiency, but on trust, cultural change, and rethinking outdated assumptions about productivity. Since launch, the 4DW has become a core part of PRAXIS's identity and has contributed to record-breaking team retention, stronger client results, and national recognition for workplace innovation.

Matt's leadership on the four-day week has been profiled in major news outlets across North America including **CTV, CBC, Financial Post, Global News**, and others, and his experiences with the project were featured in Juliet Schor's book *Four Days a Week*. He speaks candidly about the real challenges of making a shorter week work — including what he'd do differently — and offers a uniquely practical perspective grounded in agency life, client service, and managing creative teams under pressure.

When he's not running marketing campaigns or championing workplace reform, Matt is a passionate film buff, avid traveler, and dedicated believer in the idea that **work should support life — not the other way around.**