

BIOGRAPHY

Mike Szyszka

Secretary 2025/26



Seventeen years ago, Mike founded Reaction Digital, a company that started as a small creative agency and has grown into a digital partner for growth-focused businesses across North America. Today, their team of over 20 blends strategy, design, and software development to solve complex problems and help businesses scale. That kind of creative problem-solving work is what fuels me.

Mike joined the Chamber network just a few months after starting his business, and he credits a lot of my early success to the education, resources, and relationships it provided. What began as a way to support his own company's growth quickly became a true connection to the broader business community. The more Mike learned about the Chamber's role in shaping a positive business climate and advocating for long-term prosperity, the more involved he became. Over the past six years, Mike has served on the board of the Red Deer District Chamber of Commerce, including the last two years as President.

Reaction has been the backbone of my entrepreneurial journey, enabling Mike to volunteer his time, contribute to his community, and co-found and exit two other businesses along the way. Now, Mike is in the early stages of launching PromptKit.io, a new startup focused on helping people discover, organize and share the best AI prompts and workflows in the world. Mike also regularly speaks on digital strategy, website development and AI adoption.

Whether it's through his own ventures or volunteer leadership, Mike is passionate about helping businesses adapt, grow, and lead.

PROFESSIONAL EXPERIENCE

- PromptKit, Co-founder & CTO (2019-Present)
- Red Deer District Chamber of Commerce, President, (2019-Present)
- Reaction Digital, Founder & CEO (2008-Present)
- GoTire Canada, Co-founder & CMO (2010-2014)
- Local Printing & Sign Company, Co-founder, (2009-2012)