

# Canadian Web Development Firm Wins Sitecore MVP Award For Tenth Year

**Calgary, Alberta Feb 1, 2023 ([IssueWire.com](https://www.IssueWire.com))** - Fishtank Consulting, a Canadian privately-owned, full-service digital consultancy, announced today that Dan Cruickshank, President, and David Austin, Development Team Lead, have been named 2023 Most Valuable Professionals (MVPs) by Sitecore, the global leader in digital experience management software.

"I'm truly honoured to be a part of a stellar group of individuals and the Sitecore MVP community at large. My Sitecore journey has allowed me to share what I've learned and learn from those who've shared," David said. "The Sitecore development community is like no other where everyone is keen on finding a solution. Winning for the second time is so rewarding because I've been able to help others overcome their challenges by sharing solutions to the obstacles I've had."

The Sitecore MVP distinction is awarded only to the best leaders in the Sitecore community who are masters of the platform and are passionate about sharing their knowledge with other Sitecore users.

"MVPs are a small but mighty group and an essential part of the Sitecore global community, representing our entire ecosystem, including partners, customers, developers, marketing professionals, and business executives," said Dave O' Flanagan, Sitecore's chief product officer. "The knowledge and experience shared by Sitecore MVPs create a long-lasting foundation upon which our worldwide community stays connected and solves even the most difficult problems."

With more than 16,000 certified developers and over 30,000 active community participants, this year's elite group of 241 Sitecore MVPs contributed invaluable knowledge to the community in 2022. They demonstrated true mastery of the Sitecore platform to support partners, customers, and prospects.

"Any time your work is recognized, it's special, but being named a Sitecore MVP is quite an honour this year. I've dedicated most of my professional life to Sitecore and working with its technologies—for nearly 15 years. To have won 10 consecutive MVPs is a milestone that I'm grateful for. This path has been marked by great people and great customers for whom I am thankful," said Dan Cruickshank, President.

## About Fishtank Consulting

Since 2012, Fishtank consulting has supported clients in achieving complex digital goals using a strategic, creative, and fully integrated approach to web development, design, and implementation. Fishtank specializes in two leading-edge tools and technologies offering incomparable analytics, functionality, and efficiency depth—Sitecore and Coveo. The consulting company also has the largest team of certified Sitecore developers and marketers in Western Canada.

## About Sitecore

Sitecore is the leading provider of end-to-end digital experience software. Unifying data, content, commerce, and experiences, our SaaS-enabled, composable platform empowers brands like L'Oréal, Microsoft, United Airlines, and PUMA to deliver unforgettable interactions across every touchpoint. Our solution provides the cutting-edge tools brands need to build stronger customer connections while creating content efficiencies to stand out as transformation and innovation leaders.

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