

# **Joel Lessem**

**CEO and Co-Founder at Firmex Inc.**

Toronto, ON, CA

This CEO has a firm grasp on data storage solutions that assist businesses and organizations in improving productivity

---

## **Description**

As Chief Executive Officer, Joel Lessem is responsible for leading Firmex's strategy and growth. Joel has over 18 years experience in successfully accelerating revenues of growth businesses. Under his leadership, Firmex is rapidly becoming a standard for sharing large volumes of highly confidential and sensitive documents for corporate transactions, litigation and compliance.

Prior to leading Firmex, Joel drove the US growth of PointForce Inc., leading to the company's acquisition in 2004. In 1999, Joel co-founded Crescent Logic, a software company that provided online equity research publishing tools for investment banks.

A frequent speaker at CEO forums and industry events, Joel holds a Master of Arts from the University of Toronto, and a Bachelor of Arts from McGill University in Montreal.

---

## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

---

## **Industry Expertise**

Management Consulting, IT Services/Consulting, Business Services, Computer Networking, Computer Software, Computer Hardware, Information Technology and Services

---

## **Topics**

Cloud Computing and Data Storage, Entrepreneurship, Start-Ups, Social Enterprise, Sales Presentations, Marketing Strategies

---

## **Affiliations**

---

## **Sample Talks**

## **How Life Sciences Firms Use the Web to Manage Corporate Transactions**

When entering into various corporate agreements, Life Sciences firms are faced with the daunting task of sharing hundreds if not thousands of confidential documents both efficiently and securely. This talk will address the importance of document security, including:

- Securing documents in a proven, trusted environment
- Sharing files for review quickly and easily
- Managing multiple business needs with one tool
- Procuring a cost effective firm wide solution

## **How Can Marketing Help Lead the Business?**

How does a CEO decide which marketing programs to fund or cut? How does that change as your company grows? Joel Lessem explains how their marketing team has taken on new sales responsibilities and increased their influence on Firmex's ability to find and close new business. Joel will also outline why sometimes a risk-taking generalist is exactly what your company needs in a software marketer, and he shares some metrics about their success with inbound Google search.

---

## **Past Talks**

### **KEYNOTE**

Xtalks Speaker Event Series

### **Online Sales and Marketing Lessons**

Klass Capital Event Series

### **Applying Litigation Support Tools to the Transactional Practice**

International Legal Technology Association 2011 Rev-elation Conference

---

## **Education**

**McGill University**

Bachelor of Arts

**University of Toronto**

Master of Arts

---

## **Accomplishments**

### **CEO and Co-Founder - Firmex**

In 2006, Firmex saw an opportunity to provide a cloud-based solution for sharing large volumes of confidential documents for financial due diligence and compliance. Today, our virtual data room products enable thousands of financial and legal intermediaries, investment funds and corporations to securely share large volumes of confidential documents for financial transactions, M&A, corporate governance, regulatory compliance, litigation and secure customer extranets.

### **Board of Directors â€™ AceTech Ontario**

AceTech Ontario is a non-profit organization that provides programs for CEO education, networking, performance and leadership. AceTech Ontario is by CEOs for CEOs of growth oriented, IP-based technology companies who want to improve their performance in the leadership of their companies. AceTech Ontarioâ€™s mission is to provide technology CEOs with an ideal environment that promotes the continual improvement of their performances as leaders and executives.

### **Partner - Klass Capital**

Klass Capital is a growth equity investment company targeting small software or web enabled post revenue companies. They back exceptional entrepreneurs with businesses that are scalable and easy to understand. Klass Capital thrives on the excitement of creating great businesses driven by passionate and creative people. They pride themselves on helping businesses effectively and efficiently scale into new markets by truly understanding unit economics and customer acquisition costs.

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).