

Julie Tiley

Vice President, Custom Solutions at International Data Corporation (IDC)

Toronto, ON, CA

Leads IDC's Custom Solutions team which helps clients meet their strategic planning, go-to-market and measurement needs

Biography

As Vice President, Custom Solutions for IDC Canada, Julie Tiley leads IDC's custom solutions team. IDC's customer solutions team develops and delivers programs designed around your specific business goals using a foundation of research and insights across technologies, geographies, and industries as well as expertise across practice areas that span strategy, sales and marketing, and business measurement and management.

Areas of Expertise

Consulting, Business Development, Custom research program development, Project Management

Associated IDC Services

IDC Canada Custom Solutions Team

Event Appearances

Practical Tips to Stay Top of Mind with Your Sales & Channel Teams

Preparing for the Next Normal: Practical Advice to Stay Top of Mind with Your Sales & Channel Teams in a Virtual World

Customer Experience & The Buyer's Journey

Digital Transformation and The Evolving Tech Buyer's Journey: What Canadian Marketers Need to Know

Education

Wilfrid Laurier University

M.B.E. Economics

University of Waterloo

B.A. Economics

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