

# **Lars Goransson**

**Managing Director, Canada at International Data Corporation (IDC)**

Toronto, ON, CA

Lars Goransson is responsible for IDC's Canadian operation as Managing Director.

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## **Description**

Lars Goransson is responsible for IDC's Canadian operation as Managing Director. IDC Canada's product and services offerings provide the Canadian IT community with market based research across the value continuum of budgeting & planning, marketing awareness and lead generation, and measurement and performance management.

In addition to his role as Managing Director, Lars actively manages IDC Canada's Custom Solutions group. IDC Canada's Custom Solutions Group is responsible for managing large custom research projects and proprietary consulting activities with IDC's clients.

Prior to his role as Managing Director, Lars has held a number of senior analyst and management roles since joining IDC in 1996, most recently as General Manager & Group VP. Prior to managing the Custom Solutions Group, Lars managed IDC Canada's Services Research Group.

Mr. Goransson is a graduate of the School of Business, Economics and Law at the University of Gothenburg in Sweden. Lars is also a board member at the Canadian Channel Chiefs Council (C4) and chairs the Research Committee. He is a certified Project Management Professional (PMP) and a member of the Canadian Association of Management Consultants (CAMC).

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Business Services, Information Technology and Services, Corporate Leadership, Computer Software, IT Services/Consulting, Market Research, Investment Management

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## **Topics**

Competitive Intelligence, Competitive Analysis, Business Strategy, Market Research, Market Intelligence, Entrepreneurship

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## **Affiliations**

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## **Past Talks**

## **IDC Canada Predictions 2018**

CIO Association - Toronto Chapter Kick-off

## **IDC Canada Predictions, 2018: Balancing Innovation, Value, and Security in a Digitally Transformed World**

IDC Canada Predictions 2018 Web Conference

## **Deep Dive Into Canada's ICT Market**

Invest in Canada, Global Affairs Canada (GAC)

## **The 3rd Platform – ICT Transformation 2020: A Canadian Perspective**

Invest in Canada, Global Affairs Canada (GAC)

## **CIO and Business Leadership: Where Do We Go From Here?**

CIO Peer Forum

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## **Education**

### **Concordia University**

Graduate Studies Management

### **University of Gothenburg, School of Business, Economics & Law**

Bachelor of Science Management and Economics

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## **Accomplishments**

### **Member , Canadian Association of Management Consultants**

The Certified Management Consultant (CMC) designation is the profession's only international certification mark, recognized in more than 50 countries. It represents a commitment to the highest standards of consulting and adherence to the ethical canons of the profession. CMC-Canada administers, and its provincial Institutes confer, the CMC designation in Canada.

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