

Peter Evans

Co-Founder & CEO at ExpertFile

Toronto, ON, CA

An innovator that works at the intersection of information services, digital media and SaaS software

Description

Peter is Co-Founder & CEO of ExpertFile, the world's first expert marketing platform built for organizations. ExpertFile clients include market leaders such as Cleveland Clinic, Perseus Books Group, Canadian Corporate Counsel Association, Lillibridge Healthcare, and Constant Contact.

His work in strategic planning and business model innovation draws on over 20 years experience working in software, Internet services, online media and telecom – working both in early-stage venture backed technology start-ups and publicly traded companies.

Consistently rated as a top keynote speaker and panelist, Peter has spoken at technology, marketing and innovation events throughout the world. His work has been featured in publications including Inc. Magazine, Strategy Magazine and Huffington Post. In 2012, his company won an award for software innovation from the InfoCommerce Group & SIIA (the same award won by LinkedIn in 2004).

Prior to founding ExpertFile, Peter was a Senior Advisor at the MaRS Centre where he founded the MaRS IT Services Practice in 2005, reporting to the CEO. In 2002, he founded Riverdale Partners, a strategy and marketing consultancy serving clients throughout North America in the technology, media and information services sector. As a consultant, he has advised many successful senior leadership teams at organizations including DoubleClick (Acquired by Google); Cognovision (Acquired by Intel); Digital Connexions (Acquired by InfoUSA); TruTuition (Acquired by CDC Software); Postrank (Acquired by Google) and XPLANE Corporation (acquired by Dacchis Group).

His previous corporate roles in the technology and digital media sector include VP Marketing at PlateSpin; VP Marketing at FloNetwork (acquired by DoubleClick in 2001); Director of Research & Marketing at Sympatico/MediaLinx LLP and Associate Director, Product Management at Bell Canada.

Peter holds an MBA degree from Queen's University. He holds British and Canadian citizenship and resides in Toronto.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Management Consulting, Advertising/Marketing, Computer Software, Media - Online

Topics

Strategic Planning, Business Model Innovation, Marketing, Thought Leadership, Technology, Software as A Service (Saas), Online Media, Angel Investing, Investment Pitch Coaching, Innovation

Affiliations

International Association of Business Communicators (IABC), Canadian Public Relations Society (CPRS), Yale Club of New York, Delta Kappa Epsilon (University of Toronto)

Sample Talks

More Results...Less Drama: What Big Companies Can Learn from Startups

What can established companies learn from smaller, innovative firms about making innovation happen - faster, cheaper, better? In this workshop we look at how small startups take an idea, develop it, and ultimately create viable products and services that drive growth. The workshop provides examples of how startups use emerging systems such as lean startup, blue ocean strategy and customer value management and also includes case studies.

Marketing that Matters for Technology Entrepreneurs

Your big idea in a crowded market is worth nothing... until you figure out how to competitively differentiate your product and connect with a market that cares. This session will first focus on the unique marketing challenges faced by early stage technology companies. It will also provide attendees with proven and practical principles for visioning new products, breaking into a market and building a sustainable business venture.

Moving from Ideas to Income: Proven Ways to Rewire your Company for Success

In business today, ideas have become cheaper than ever. In fact, your big idea amidst a crowded market of competitors is worth nothing. That is, until you figure out how to competitively differentiate your product and connect with a market that cares. This session will explore how companies, both large and small can develop more powerful ways to innovate faster, cheaper and better. This session provides you with proven and practical principles for visioning and introducing new products.

Building Investor Presentations that Get Results

In this session we will cover many of the essentials of building and delivering an effective presentation that quickly builds credibility, keeps your audience engaged and creates the right dialogue with investors. Attendees will be guided through a simple yet effective system for creating an investor pitch that gets results. You will learn from actual examples of company presentations that have generated investments with angel and VC investors.

Past Talks

CIO Innovation Workshop

Conference Board of Canada: CIO Council

Innovation in Publishing Panel

Digital Book World 2013

Moving Ideas to Income in a Not So Flat World

Siftung Charite Conference (Sponsored by the Kauffman Foundation)

Blue Ocean Strategy: Case Study Presentation

Blue Ocean Strategy Institute National Conference (Case Study & Panelist Discussion)

From Thought Leader to Market Leader: Rising Above the Market Noise

Acetech CEO Quarterly Dinner (Keynote)

Marketing for Researchers

Sick Children's Hospital Managers Workshop

Business Plan Workshop

Hacking Health Conference 2012

Introduction to Marketing & Strategy

MaRS Entrepreneurship 101 Series (Sponsored by CIBC)

Investor Pitch Preparation - Workshop

Jolt Accelerator

Essentials of a Killer Investor Pitch

AccelerateTO C100 Event

Education

Queen's University

Masters, Business Administration Business

Massachusetts Institute of Technology (MIT)

Certificate (In Progress) Strategy & Innovation

Ryerson University

Telecommunications Management

University of Toronto

Psychology

Accomplishments

2012 Industry Award Recipient - Software Information Industry Association (Award of Excellence)

Winner of the Model of Excellence award by the InfoCommerce Group and the Software & Information Industry Association (SIIA). InfoCommerce Group regularly scans the information services landscape to identify products that are pioneering or perfecting new business models, exhibit best practices or offer technological innovation. Those that are re-setting the standards for data excellence are named each year as Models of Excellence, based on content, innovation, utility, functionality, revenue.

Workshop Leader - Hacking Health

MaRS Healthcare Hackathon Workshop Leader <http://www.hackinghealth.ca/>

Hacking Health is a national organization dedicated to fostering collaboration between health and IT experts. Over 100 doctors and healthcare practitioners (VIP/administrators) as well as over 220 hackers gathered to develop solutions and show off their prototypes.

With a focus on frontline clinicians who have identified opportunities for technology to improve the way we practice and deliver healthcare, Ha

Big Brothers of Metropolitan Toronto

Volunteer Big Brother

Junior Achievement - Economics of Staying in School

Program Instructor

National Ballet School

Fundraising Program Committee

Testimonials

Jo Ann Dizy

"Peter's presentation on thought leadership was engaging and thought-provoking. He challenged all of us to re-evaluate our role as CEOs within our companies and to strongly consider the impact that this type of marketing can have on our businesses."

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