

# **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

---

## **Biography**

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); Truition (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

---

## **Areas of Expertise**

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.

---

## **Event Appearances**

### **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."

---

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

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