

# **Robert Carter**

**Co-Founder & VP Product at ExpertFile**

Toronto, Canada Area, ON, CA

Experienced entrepreneur and marketer, helping organizations build stronger first impressions and generate higher quality conversations.

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## **Description**

In my role as CoFounder of ExpertFile Inc. I rely on my broad range of experience in the disciplines of product, marketing and research to help design and execute on the core product and marketing strategies for the company.

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## **Industry Expertise**

Market Research, Media - Online, Computer Software, Information Technology and Services, Direct Marketing, Internet, Consumer Services, Advertising/Marketing, Business Services

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## **Topics**

Value Proposition, Product Marketing, Direct Marketing, Product Development, Customer Segmentation, Market Research, Marketing Communications, Brand Development, Go-To-Market Strategies, CRM

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## **Affiliations**

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## **Sample Talks**

### **Marketing Research: A Practical Approach**

Understanding the core elements of quantitative and qualitative tools and methods that create relevant insights to drive real-world business decisions.

### **Fundamentals of Market Segmentation**

From selecting to communicating your segments to key stakeholders. An introductory look into the the topics and tools needed to better define your market.

### **Market Driven Product Management**

It starts with understanding what organization really have in terms of market potential and ability to serve customers. Learn how to identify the most urgent pain-points and requirements in a disciplined process of bringing a product to market.

### **Brand Strategy & Market Positioning**

A brand isn't just a logo or tagline. It isn't just advertising. It's a promise of value you deliver to customers. In an over-communicated world, great brands are the mental file folder that customers access when making the most complex of buying decisions.

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## Education

University of Guelph

MSc. Marketing Management / Research

Laurentian University/Universit  Laurentienne

HBComm Marketing

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