

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.

Biography

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.

Industry Expertise

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

Areas of Expertise

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

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.

Education

University of Guelph
MSc. Marketing Management / Research

Laurentian University/Université Laurentienne
HBComm Marketing

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