

# Summary

As an Executive Coach at SaaS Academy, I help SaaS founders and executives develop their leadership skills, grow their businesses, and achieve their goals. I have a Graduate Certificate in Executive Coaching from Royal Roads University and multiple certifications in marketing, strategy, and business acumen from Pragmatic Marketing, INSEAD, and HubSpot.

I also leverage my 20+ years of experience as a strategic Chief Marketing Officer (CMO) and a Fractional CMO to advise and coach Tech B2B SaaS startups and scale-ups on how to build and execute effective go-to-market strategies and accelerate revenue growth. I have worked for some of the most innovative and successful SaaS companies in the world, from small startups to scale-ups to giants like IBM and Microsoft. I am passionate about researching and writing about the future of Tech/SaaS and AI go-to-market, and empowering the next generation of Canadian tech leaders through my partnerships with Canadian incubators and accelerators such as The Hatchery, Communitech and bHive!

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## Experience

### SaaS Academy

#### Executive Coach

May 2023 - Present (1 year)

Greater Toronto Area, Canada

As an Executive Coach at SaaS Academy, I focus on empowering B2B SaaS founders to grow their businesses and develop their leadership skills. Leveraging over two decades of experience in the tech industry, I provide personalized coaching tailored to the unique challenges of the SaaS sector. My approach combines strategic guidance with practical insights, helping founders refine their business strategies and cultivate a culture of innovation. More than just business growth, I am committed to aiding founders in their

personal development, guiding them to become visionary leaders who drive their companies towards lasting success.

## Communitech

### Growth & Executive Coach

March 2021 - Present (3 years 2 months)

Waterloo, Ontario, Canada

I am working with some of the up and coming start-ups and scale ups in this vibrant tech community to build the next generation of great Canadian-based global companies!

## Marketing Machines

### Fractional CMO & Executive Coach

January 2021 - Present (3 years 4 months)

Greater Toronto Area, Canada

I started a Fractional CMO Advisory & Executive Coaching and Training consultancy focused on coaching Tech B2B SaaS startups and scale-ups to build out their Go-to-Market strategies and accelerate growth. Drawing upon my 20+ years of experience working in the B2B Enterprise SaaS industry ranging from startups to scale-ups to the largest software companies in the world (Microsoft, IBM), I advise using a unique Market-Led approach to growing and leading world-class SaaS companies.

## HealthOne - Medical and Wellness Centre

### Consulting Chief Marketing Officer (CMO) & Board Advisor

November 2018 - Present (5 years 6 months)

Toronto, Ontario, Canada

As a Fractional CMO, I am leading the mighty marketing team at HealthOne and advising the leadership team here to achieve their mission to re-invent Healthcare in Canada. One Life! Live Inspired!

## Kira Systems

### Senior Vice President of Marketing

January 2019 - January 2021 (2 years 1 month)

Toronto, Canada Area

At Kira Systems, as the Senior Vice President of Marketing, I spearheaded the development of a dynamic marketing team, initiating and executing a robust content marketing strategy that significantly enhanced inbound demand generation. My leadership was instrumental in launching a new product tailored for the Corporate General Counsel market, contributing to the company's expansion and market penetration. I successfully led an award-

winning rebranding effort, refreshing the company's identity and reinforcing its market presence. Additionally, I played a key role in forging new partnerships, further bolstering the company's growth.

## FunnelCake

Advisory Board Member

September 2017 - October 2020 (3 years 2 months)

Kitchener, Ontario, Canada

## Intelex Technologies Inc.

Senior Vice President Marketing

May 2017 - October 2018 (1 year 6 months)

Toronto, Canada Area

In my role as the Senior Vice President of Marketing at Intelex, I was responsible for assembling and leading a high-performing marketing team, laying the foundation for a dynamic and effective department. A significant achievement during my tenure was the successful execution of a new product launch, which played a crucial role in expanding the company's market reach. I placed a strong emphasis on developing a sophisticated content marketing strategy, including the establishment of a dedicated content team, to drive engagement and thought leadership in the industry. Under my leadership, Intelex hosted an industry-leading user conference, acclaimed for its impact and value to the community. My strategic vision was also instrumental in transitioning the company towards an enterprise and account-based sales and marketing approach, aligning our strategies with the evolving needs of our target markets and contributing substantially to the company's growth trajectory.

## Microsoft Canada

5 years 7 months

Director, Marketing and Operations, Microsoft Dynamics

April 2015 - April 2017 (2 years 1 month)

Toronto, Canada Area

Served as the Business Group Lead for the Microsoft Dynamics solutions portfolio for Canada. I lead a team of product marketing managers that are charged with sales enablement programs, customer marketing plan & execution, and partner ecosystem development initiatives to drive the Revenue, Scorecard and Share goals for the Dynamics Products in Canada.

Senior Product Marketing Manager-Cloud Platform

October 2011 - March 2015 (3 years 6 months)

## Toronto, Canada Area

Served as Senior Product Marketing Manager for Microsoft's Cloud Platform Portfolio of products (Microsoft Azure, Windows Server, System Center, Hyper-V) for the Canadian subsidiary, responsible for the management of the Cloud Platform businesses' Revenue, Scorecard and Market Share goals in Canada through the execution of an innovative and impactful marketing, sales, partner and professional services plan.

### Key Accomplishments Included:

- 1) Devised and Executed a national Go-to-Market campaign targeting IT Professionals that generated \$50M+ of pipeline for the business in its first 12 months.
- 2) Incubated Company's first Cloud Infrastructure Channel Program in Canada and recruited some of Canada's largest Cloud Computing providers in Canada to build Cloud OS based practices and product platforms, including the nation's largest Service Provider.
- 3) Executed a National Cloud Strategy in country which led to the purchase and adoption of Microsoft's Cloud OS portfolio within the largest Government department in the country.
- 4) Led the launch of Canada's flagship Windows Server 2012 product in Canada, overseeing a \$5M+ budget which included both Above-the-Line and Below-the-Line campaigns across the country.

## IBM Business Analytics

Market Strategist, ERP Market and Competitive Engagement Strategy  
November 2008 - October 2011 (3 years)

- Responsible for the creation and execution of IBM Cognos marketing campaigns directed at ERP customer market.
- Responsible for creating and executing field communications educating sales teams on competitive product offerings, and key positioning of IBM Business Intelligence products to various ERP customers.
- Generate third-party proof points that support our market positioning by sponsoring and managing market research, whitepapers and case study engagements with Industry Analysts and media, and disseminating findings to the field sales organization and to potential prospect customers through lead generation programs.

## International Data Corporation

3 years

### Research Manager, Canadian Enterprise Applications

March 2008 - November 2008 (9 months)

Was responsible for conducting market research and consulting engagements on the Enterprise Applications market in Canada, specifically looking at the following technologies:

- \* Collaborative Applications (Unified Communications, Conferencing Solutions, Social Networking)
- \* Enterprise Resource Management
- \* Customer Relationship Management
- \* Supply Chain Management
- \* Business Intelligence

As a part of my duties, I also was responsible for managing relationships with key press contacts and disseminating findings and thought leadership to the media.

## Senior Research Analyst, MEA Region

December 2005 - March 2008 (2 years 4 months)

- \*Managed software consulting practice within the Middle East and African country markets for large Multi-National software vendors (Microsoft, Oracle, CA)
- \*Conducted and managed research and consulting projects that assess the economic impact of the software industry on individual Middle East and African countries
- \*Met with country Managing Directors and Senior marketing officers and proposed consulting projects that met their needs for business planning purposes
- \*Created forecasting models that project overall software spend within individual country markets
- \*Maintained strong relationships with key industry stakeholders to maintain a good sense of the overall market trends

## Corel Corporation

### Channel Account Manager

May 2004 - December 2005 (1 year 8 months)

\*Responsible for managing new channel development and recruitment programs targetted at OEM System Builders, E-Tailers and SMB Retail accounts within the North American region.

\*Managed channel partner relationships and created innovative account plans to grow business through channel marketing campaigns and direct marketing initiatives.

\*Leveraged Distribution relationships with major IT distribution partners (Ingram Micro, Tech Data, D&H and Synnex) to recruit new system integrators and system builder partners into the Corel's channel partner program.

## EcommIT Inc

### Business Development Manager

January 2003 - April 2004 (1 year 4 months)

\*Worked with engineering teams to create product marketing plan to promote SMB e-business suite within specific vertical markets

\*Networked with potential customers and identified first vertical market customer in the publishing industry to test and develop product/service offering

\*Advised Senior Management on Marketing and Channel Strategy within the North American, Middle East and Indian markets

\*Worked with Senior Management to create initial business plan used to raise seed financing

## Evoxis

### Market Research Manager

2001 - 2003 (2 years)

\*Conducted competitive and market research analysis using both primary and secondary sources and managed junior analysts in data collection process.

\*Responsible for publishing daily, monthly and quarterly market intelligence reports, bulletins, and newsletters to the sales, marketing and executive management teams to keep them abreast of critical developments in the voice technology marketplace.

\*Developed forecasting models in conjunction with marketing and finance teams to support business planning and fund-raising activity.

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## Education

Royal Roads University

Graduate Certificate in Executive Coaching, Workforce Development and Training · (August 2022 - April 2023)

University of Pittsburgh

Masters In Public and International Affairs, International Business and Politics · (1999 - 2001)

University of Ottawa

Bachelors in Social Science, Criminology, Public Management & Policy · (1995 - 1998)