

Brian Hartlen

**Vice President, Marketing at Varicent
Software**

Toronto, Canada Area, ON, CA

High-Tech Marketing Executive

Biography

Proven Marketing Executive with deep domain knowledge and outstanding reputation Key member of the management team of two public companies that successfully re-invented themselves Exceptionally strong communication and presentation skills Successfully launched several products into new markets and took them from inception to market leadership Proven results with industry analysts, financial analysts and the media Recognized as a thought leader and subject matter expert on Performance Management Co-authored The Strategy Gap, John Wiley and Sons Inc., 2003 Top rated industry speaker and author of several articles on applied use of information technology

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Financial Services, Corporate Leadership, Computer Software

Event Appearances

Sales Performance Management - Keys to Successful Implementation

Sales Management Association - Annual Conference

Sales Performance Management - The Missing Ingredient in CPM Solutions

CFO Rising

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

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