

Gloria Yee

VP Marketing at Consulate General of Canada (CTA Boston)

Boston, MA, US

Gloria M. Yee is a marketing professional who has launched disruptive technologies and developed well-known brands.

Biography

Gloria Yee is a marketing professional who has launched disruptive technologies and developed well-known brands. She has led marketing teams in Interventional Cardiology, Critical Care, and Aortic Surgery, and she has guided Product Marketing, MarComm and Business Intelligence in the US and abroad.

Industry Expertise

Market Research, Advertising/Marketing

Areas of Expertise

Marketing Management, Competitive Analysis, Market Development, Product Launch, Medical Devices, Product Management, Global Marketing

Education

Richard Ivey School of Business

M.B.A.

The University of British Columbia

B.Sc. Biochemistry and Biopsychology

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