

Lee Garrison

Secretary at Toronto Product Management Association

Toronto, ON, CA

Experienced executive and consultant in technology product management

Biography

With over 20 years experience in software, Lee is a veteran at creating sustainable growth and competitive advantage for technology businesses. His leadership and extensive experience spans technical marketing, market-driven product management and international business development across a range of enterprise application development, middleware, web services and SaaS markets. Lee is Pragmatic Marketing® Certified (PMC) and brings this industry-leading methodology to the product management practice at Riverdale Partners enabling emerging ventures to identify and execute on high growth strategies. Lee's background includes leadership of product management and marketing initiatives in SaaS and cloud storage at KineticD (ranked 19th on the Deloitte Technology Fast 50), data transformation and document management at Xenos (TSX: XNS) and in wholesale internet services at Tucows (OTCBB:TCOW). Previously, he led the development of a Java-based portfolio as Vice President, Marketing at Sitraka, a leader in application performance management that was acquired by Quest Software (NASDAQ:QSFT). He has also held international marketing and sales positions in 3D graphics and animation at Alias Research (acquired by Silicon Graphics, NASDAQ:SGI and then by Autodesk, NASDAQ:ADSK) and in database and C compilers at IBM (NYSE: IBM). Lee is the Secretary and Past President of the Toronto Product Management Association (TPMA), a founding organizer of ProductCamp Toronto and has mentored early stage ventures as a product management and marketing advisor. Lee graduated from the University of Toronto and holds certificates from executive development programs at Wharton (U.Penn), PON (Harvard Law School) and the Leadership Development Program (Center for Creative Leadership)

Availability

Panelist, Workshop

Industry Expertise

Corporate Leadership, Professional Training and Coaching, Market Research, Internet, Information Technology and Services, Management Consulting, Computer Software, Direct Marketing

Areas of Expertise

Building Effective Product Management Teams, Market Driven Product Development, Introduction to Product Management

Affiliations

Pragmatic Marketing Certified

Sample Talks

Introduction to Product Management

A 45 - 60 minute presentation created for the TPMA outreach program to provide University and MBA students with insights about marketing/product management careers. Covers interactive discussions on the definition of Product Management, what Product Managers do and the skills necessary to become a successful product manager or product marketing manager. Tips and resources for moving into these roles are also provided.

Event Appearances

Introduction to Product Management

MBA Careers in Product Management

Co-organizer and MC/Host

ProductCamp Toronto 2011

Education

University of Toronto

Honours BA Philosophy & Life Science

Accomplishments

Pragmatic Marketing Certified (PMC)

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