

Peter Coy

President at Prodigm Inc.

Toronto, ON, CA

Zoho CRM and Marketing Automation expert, Toastmaster (ACG), political candidate and entrepreneur

Biography

Featured speaker Zoholics conference San Francisco 2013 Expert Speaker panel PMI Toronto 2012 (managing users expectations) Public Relations Officer for District 60 (Toronto area) International Toastmasters Zoho Authorized Partner and Certified Consultant Delivered over 100 public speeches to groups from 30 to 800 in Political and Toastmasters competition environments Introducer for Conference speakers including political candidates and award winners Interviewer for video interviews of luminaries including Rocco Rossi, (Mayoralty candidate and Communication and Leadership Award winner), Ryan Avery, (World Champion of public speaking 2012). Peter has been responsible for completing hundreds of design, development and implementation projects for multi-user software systems in insurance sales, publishing and automated marketing environments including over thirty Zoho CRM implementations in the last 18 months. Peter has been President of Prodigm Inc. since 1992. Peter is an avid Toastmaster and recently led both a Youth Leadership program for youth in Thorncliffe Park and a Speechcraft program for the staff of the neighbourhood office in Thorncliffe Park.

Availability

Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

IT Services/Consulting, Management Consulting, Computer Software

Areas of Expertise

Zoho Crm, Toastmasters Programs, Public Speaking and Leadership

Affiliations

Toastmasters International, Canadian Professional Sales Association, Association of Professional Computer Consultants

Sample Talks

If you want to improve your business, plan to sell it!

If you have ever "staged" your home for sale, you know what we mean. You paint, tidy, repair, mow, plant, get rid of clutter. You get around to doing those fix-up projects you have been putting off. By the time you have finished, you begin to think: "Wow, this is actually a really nice place! Perhaps I should stay." Whether you sell or don't sell, cleaning out the attic (physically and metaphorically) is often long overdue.

Event Appearances

What you gain by using a Zoho Certified Partner
Zoholics Conference

The VP PR role - workshop for D60 Toastmasters
District 60 Officers Training

Introducing Rocco Rossi and Dave Perry
District 60 Fall Conference

When I smell Pine, I smell Christmas!
Podium Toastmasters Holiday event

Education

Schulich School of business
Masters Certificate Project Management Project Management

Crawley College of Sussex University
Business Studies ONC Business

Accomplishments

Public Relations Officer for District 60 Toastmasters International

This District-level responsibility is a challenging but very interesting role. It involves branding, marketing, media relations, arranging interviews, choosing the award winners and hosting the Communications and Leadership award luncheon at the Spring and Fall conference plus a variety of PR projects. These include arranging the booth at the Job Fair, designing PR materials and banners, website articles, newsletter editing and circulation and any other project that impacts the brand.

President of Toronto Operetta Theatre 1997-2005

This volunteer role was an exciting opportunity to help a not-for-profit arts organization achieve stability, financial success and volunteer engagement. The role included leading the volunteer board, fund-raising, successful grant application to municipal, Ontario and Canada Arts councils, Audience feedback analysis, performance planning and budgeting. We also opened a rehearsal centre as a home and source of income for the organization.

Political Candidate

Achieved 14,870 votes as a Candidate in the 2006 Federal Election. The winter campaign was a great achievement by the campaign team as we increased the votes for our party by over 3,000 from the previous election. This was achieved with a minimal budget and in opposition to a sitting cabinet minister.

Biff McGruff

Published and released an album of eclectic music - Rock, Ballad, Funk, Punk "Flat Out" by Biff McGruff in partnership with Scott Maynard. I wrote the lyrics, Scott arranged and performed the music. Available on Bandcamp.com/biffmcgruff

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