

Peter Evans

Co-Founder & CEO at ExpertFile

Toronto, ON, CA

Recognized speaker on expertise marketing, technology and innovation

Biography

Peter's work has been featured in publications such as Inc. Magazine and PRWeek and has won industry awards including a 2021 IABC Award and 2 CODiE Awards for "Best Content Marketing Solution" (2021 & 2018). With over 20 years of technology experience in corporate roles and venture backed startups, he has been active as an operator, consultant and angel investor in markets such as media, telecom, healthcare, Internet services and SaaS software. He has spoken as a keynote/panelist at global conferences hosted by organizations including PRSA, Conference Board of Canada, Business Marketing Association and IABC. He holds an MBA from Queen's University.

Professional Experience ----- SaaS Software, Information Services, Market/Product Research, Corporate Strategy, Channels/Alliances, Product Management, Brand Strategy/Architecture

Speaking Experience ----- US, Canada, Europe, Asia

Citizenship ----- European Community (United Kingdom) + Canadian Citizen (Received in 2000)

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Management Consulting, Advertising/Marketing, Computer Software, Media - Online

Areas of Expertise

Thought Leadership, Marketing, Technology, Innovation, Strategic Planning, Online Media, Software as A Service (SaaS), Business Model Innovation, Expertise Marketing

Sample Talks

Conversations are the New Content: How to Position your Experts as Trusted Advisors to Build Reputation & Revenue

Research shows experts are a top source of trusted information for buyers. Strong evidence is now emerging that proves the value of making experts more approachable at the front end of the sales process. For example, IBM's new "Expert Advice" program is generating thousands of leads by making key employees available for one on one phone calls with prospects for an informed, no pressure conversation. IBM also reports that conversion rates (from consultation to pipeline) are 400% higher than conventional marketing programs. What We'll Cover In This

Session ----- ? Why expert conversations can work better than traditional content for high value sales prospects ? How to identify, recruit and reward your experts to maximize your success ? How to design and calculate the ROI for an Expert Advisory Program ? Why a focus on experts can help you boost employee culture and drive corporate visibility and reputation

Why Experts Are Shaping the Future of Marketing (Keynote, Workshop or Webinar)

Research shows "experts" help you tell more compelling stories that build reputation and market visibility. That's why organizations are turning to "Expertise Marketing" as a way to position their people as brand ambassadors. It's a proven way to boost search rank, news coverage, speaking opportunities and customer leads. Join us to learn how leading organizations are showcasing their expertise to tell more compelling stories that engage audiences. Drawing from a rich variety of case studies, attendees will also be provided with a toolkit they can take back to the office to help them with a range of activities including expert assessment; content planning; storytelling; business case development and measurement. What you will Learn in this Session: ? The best ways to better position your people as go-to "experts" to enrich your content and media pitches. ? How to engage your experts and get them to help you develop better stories ? How simple changes to your website can boost to massively boost visitor engagement and valuable market connections. ? The 5 most important things that journalists are looking for when they seek out expert sources ? How to better leverage breaking news and identify key topics that are more likely to engage users online and generate media coverage. ? Ways to quickly measure ROI for your expertise marketing programs

"More Brains, Less Bots: Driving Reputation & Revenue with Expertise Marketing"

Trends such as the erosion of consumer trust and increasingly complex buyer journey are driving enterprises and institutions to rethink how they make their experts more approachable to key audiences as media sources, speakers and customer advisors. This session will outline how organizations can better engage their internal experts to competitively differentiate their brand and drive new revenues. We will also share key insights and data learned from working with top organizations in sectors such as corporate, healthcare, higher education and industry associations.

More Results...Less Drama: What Big Companies Can Learn from Startups

What can established companies learn from smaller, innovative firms about making innovation happen - faster, cheaper, better? In this workshop we look at how small startups take an idea, develop it, and ultimately create viable products and services that drive growth. The workshop provides examples of how startups use emerging systems such as lean startup, blue ocean strategy and customer value management and also includes case studies.

Marketing that Matters for Technology Entrepreneurs

Your big idea in a crowded market is worth nothing... until you figure out how to competitively differentiate your product and connect with a market that cares. This session will first focus on the unique marketing challenges faced by early stage technology companies. It will also provide attendees with proven and practical principles for visioning new products, breaking into a market and building a sustainable business venture.

Event Appearances

Flipping the Funnel: How to Build a Trusted Advisor Program that Generates Expert Qualified Leads

Webinar Series

"More Brains, Less Bots: Driving Reputation & Revenue with Expertise Marketing"

Collision 2019 Global Tech Conference - Keynote

Inside the Next Generation Newsroom - Joint Presentation & Case Study with the Associated Press PRSA Health Academy

Storytelling in the Age of Disinformation

Associated Press Customer Workshop

Expertise Marketing for Institutions

University College London, Marketing Event

Inside the Next Generation Newsroom - Joint Session with Associated Press

PRSA Corporate Communications Conference

Inside the Next Generation Newsroom - The New Rules for Communications

IABC Global Conference

Promoting Your Faculty to Newsrooms: Best Practices

SUNYCUAD (Annual SUNY Marketing Conference)

Thought Leadership to Drive Sales

BMA Colorado Chapter (Business Marketing Association) - Keynote

"From Fail to Scale: Customer Value Design for Startups"

Action Startup Conference

CIO Innovation Workshop

Conference Board of Canada: CIO Council

Innovation in Publishing Panel

Digital Book World 2013

Moving Ideas to Income in a Not So Flat World

Siftung Charite Conference (Sponsored by the Kauffman Foundation)

Blue Ocean Strategy: Case Study Presentation

Blue Ocean Strategy Institute National Conference (Case Study & Panelist Discussion)

From Thought Leader to Market Leader: Rising Above the Market Noise

Acetech CEO Quarterly Dinner (Keynote)

Marketing for Researchers

Sick Children's Hospital Managers Workshop

Business Plan Workshop

Hacking Health Conference 2012

Introduction to Marketing & Strategy

MaRS Entrepreneurship 101 Series (Sponsored by CIBC)

Investor Pitch Preparation - Workshop

Jolt Accelerator

Essentials of a Killer Investor Pitch

AccelerateTO C100 Event

Education

Queen's University

Masters, Business Administration Business

Massachusetts Institute of Technology (MIT)

Certificate (In Progress) Strategy & Innovation

Ryerson University

Telecommunications Management

University of Toronto

Psychology

Accomplishments

2021 CODiE Award - Best Content Marketing Solution (Software Information Industry Association)

Since 1986, the SIIA CODiE Awards have recognized the best platforms in software, information and education technology. The CODiE Awards are the only peer-recognized program in the industry based on votes tabulated following a careful platform review/. The CODiE Award win serves as strong market validation for a product's innovation, vision, and overall industry impact.

www.sii.net/codie/

IABC Silver Quill Award

The IABC Heritage Region Silver Quill award is an exceptional distinction within the communication profession. Entries are evaluated on their own merit, not against each other. Each entry is evaluated by two communication professionals who follow IABC's seven-point global scale of excellence.

2018 CODiE Award - Best Content Marketing Solution (Software Information Industry Association)

Since 1986, the SIIA CODiE Awards have recognized the best platforms in software, information and education technology. The CODiE Awards are the only peer-recognized program in the industry based on votes tabulated following a careful platform review/. The CODiE Award win serves as strong market validation for a product's innovation, vision, and overall industry impact.

www.sii.net/codie/

2012 Industry Award Recipient - InfoCommerce Group & SIIA (Award of Excellence)

Winner of the Model of Excellence award by the InfoCommerce Group and the Software & Information Industry Association (SIIA). InfoCommerce Group regularly scans the information services landscape to identify products that are pioneering or perfecting new business models, exhibit best practices or offer technological innovation. Those that are re-setting the standards for data excellence are named each year as Models of Excellence, based on content, innovation, utility, functionality, revenue.

Workshop Leader - Hacking Health

Hacking Health is a national organization dedicated to fostering collaboration between health and IT experts. Over 100 doctors and healthcare practitioners (VIP/administrators) as well as over 220 hackers gathered to develop solutions and show off their prototypes. With a focus on frontline clinicians who have identified opportunities for technology to improve the way we practice and deliver healthcare.

Big Brothers of Metropolitan Toronto

Volunteer Big Brother

Junior Achievement - Economics of Staying in School

Program Instructor

Testimonials

Marilee Yorchak

Peter came highly recommended to us by one of our sponsors in the Denver area. He spoke to our members at our monthly breakfast on the topic of "Making your Experts Visible as Thought Leaders to Drive Sales." The session was extremely well received. His talk was very informative and he held everyone's attention with a very engaging speaking style. I would highly recommend Peter as a speaker for your event.

Jo Ann Dizy

"Peter's presentation on thought leadership was engaging and thought-provoking. He challenged all of us to re-evaluate our role as CEOs within our companies and to strongly consider the impact that this type of marketing can have on our businesses.?"

Dr. Tony Redpath

Peter presented to the MaRS Entrepreneurship program for 8 years on topics ranging from strategy and marketing to building an investor pitch. He was hands down one of our best rated and viewed speakers online. Peter was there at the very start, helping us build one of the leading programs of its kind in the world with an international audience. Highly recommended !

Lucia Gavin

"Fantastic keynote presentation in Toronto. Peter was a pleasure to work with."

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