

Richard April

Senior VP of Marketing at Consulate General of Canada (CTA Boston)

Boston, MA, US

Richard April is an expert in start-ups, SaaS, security, safety, storage, MarTech and all facets of B2B growth and strategic marketing.

Biography

Richard April is a marketing executive with over 20 years of experience at start-ups, early stage and growth companies in the Cloud, mobile, security, storage, SaaS/software, networking hardware, and computer industries. His experience includes running all facets of global marketing programs, leading innovative metrics-driven marketing, inbound marketing, content marketing, marketing communications, demand generation, social media, product marketing, branding, market research, channel initiatives, search marketing, email marketing and more. He has successfully launched products and developed marketing programs that lead to significant increases in corporate growth and profitability.

Industry Expertise

Social Media, Computer Software, Market Research

Areas of Expertise

Digital Marketing, Saas (Software as A Service), Marketing, Start-Ups, B2b Marketing, Marketing Strategy

Education

McGill University

B.A. Psychology

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