

Robert Carter

Co-Founder & VP Product at ExpertFile

Toronto, Canada Area, , US

Focused on delivering innovation that unlocks the hidden expertise within all organizations.

Biography

At ExpertFile, we understand the critical role that expertise marketing plays in driving both reputation and revenue for organizations. As Co-founder and VP of Product at ExpertFile, I am focussed on delivering innovation that unlocks the hidden expertise within all organizations, helping both large and small organizations better connect with key audiences. With powerful management, distribution, and promotional capabilities, we help drive reputation by seamlessly connecting your experts with valuable media, event, and business opportunities. As the only purpose-built platform for expertise marketing, we effortlessly integrate with existing technologies, ensuring our clients can optimize how they profile their experts and showcase their expert insights. Trusted by prestigious academic, healthcare, and corporate institutions, ExpertFile has consistently proven its value in driving market visibility and quality connections. Our innovative approach has not only been recognized by industry leaders but also validated by the tangible results our clients achieve and prestigious industry recognition. Take a look at how we're helping organizations achieve their Expertise marketing goals: <https://expirt.co/success>

Industry Expertise

Information Technology and Services, Computer Software, Media - Online, Business Services, Apparel/Accessories

Areas of Expertise

Reputation Management, Brand Development, Marketing Communications, Expertise Marketing, Market Research, Product Development, Product Marketing

Sample Talks2

Brand Strategy & Market Positioning

A brand isn't just a logo or tagline. It isn't just advertising. It's a promise of value you deliver to customers. In an over-communicated world, great brands are the mental file folder that customers access when making the most complex of buying decisions.

Market Driven Product Management

It starts with understanding what organizations really have in terms of market potential and ability to serve customers. Learn how to identify the most urgent pain-points and requirements in a disciplined process of bringing a product to market.

Marketing Research: A Practical Approach

Understanding the core elements of quantitative and qualitative tools and methods that create relevant insights to drive real-world business decisions.

Fundamentals of Market Segmentation

From selecting to communicating your segments to key stakeholders. An introductory look into the the topics and tools needed to better define your market.

Education

University of Guelph

MSc. Marketing Management / Research

Laurentian University/Université Laurentienne

HBComm Marketing

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