

Patrick Doyon - RESUME

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Summary

With 30 years of experience in professional and leadership roles for technology organizations, I am passionate about developing people/teams and solving organizational challenges. As Head of Marketing and Product Management for Forensic Technology, I leverage my expertise to oversee product strategy and roadmap, strengthen brand awareness and drive revenue growth within the global law enforcement market. As Program Director and Lecturer at Carleton University's Sprott School of Business, I design and deliver innovative programs that enhance management skills and organizational effectiveness. Finally, I periodically offer management consulting and executive coaching services to improve performance of individuals, teams and organizations.

Experience

Marketing Vice-President

LEADSONLINE (2024 – TODAY)

RESPONSIBILITIES: Overall Marketing Strategy and Approach including: Brand Management, Lead generation, Thought Leadership, Product Launches, In-Market Campaigns, Tradeshows & Events, and Special Partnership Programs.

Head of Marketing & Product Management

ULTRA FORENSIC TECHNOLOGY (2020 – 2023)

RESPONSIBILITIES: Overall Marketing Strategy, Product Portfolio Roadmap, and Governance. Product Marketing, Go-To-Market Strategy & Tactics (inbound, digital, ABM).

Program Director

SPROTT SCHOOL OF BUSINESS AT CARLETON UNIVERSITY (2022 – PRESENT)

RESPONSIBILITIES: Program Director and Lecturer for two Executive Education Programs: 1. Mini-MBA for STEPs (Science, Technology & Engineering Professionals), and 2. Management Skills Certificate.

Principal (Owner, Management Consultant & Executive Coach)

CRINQ LEADERSHIP (2011 – PRESENT)

RESPONSIBILITIES: Help organizations accelerate leadership skill acquisition for emerging managers. Design and deliver Coaching-centric and Web-supported Leadership Programs (clients: AirBnB, Ford Canada, Otsuka Pharma, Bombardier, OIQ...)

Affiliate Leadership Coach & Workshop Facilitator

ESSENTIAL IMPACT (2013 – PRESENT)

RESPONSIBILITIES: Affiliated with Essential Impact for various coaching and workshop facilitation engagements with Canadian corporations (clients: Rogers Media, TD Bank, FuturPreneur...)

Strategic Partner & Leadership Coaching Practice Lead

CONCORDIA UNIVERSITY - JOHN MOLSON SCHOOL OF BUSINESS (2016 - 2020)

RESPONSIBILITIES: Strategic partner of Concordia University's John Molson Executive Center for Leadership Coaching and Workshop Facilitation services (clients: CDPQ, Geloso, UNESCO, World Anti-Doping Agency, Airport Council Int'l...)

Director of Marketing

FORENSIC TECHNOLOGY (2009 – 2011)

RESPONSIBILITIES: All aspects pertaining to marketing incl.: product marketing, portfolio & roadmap management, communication & media relations, promotion, tradeshows, channel support, competitive analysis, business planning and strategy, etc.

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Senior Director, Marketing (Broadcast Distribution portfolio)

VIDEOTRON (2008 – 2009)

RESPONSIBILITIES: *All aspects pertaining to marketing and new product development of Videotron's TV portfolio in the cable and digital TV industry, managing a team of professionals and overseeing portfolio P&L.*

National Director, Application Solutions

TELUS (2003 – 2008)

RESPONSIBILITIES: *Led market research, solution design, launch, and P&L management for a portfolio of application services (B2B eCommerce and mobile telemedicine).*

Director - Product Management

GT GROUP TELECOM (2000 – 2002)

RESPONSIBILITIES: *Played a pivotal role in product marketing for Group Telecom, contributing to the growth of the company's next-generation telecommunications services.*

Other relevant experiences (1996 – 2003, Various Organizations)

RESPONSIBILITIES: *Early on, I have held various leadership and consulting roles in renowned organizations across diverse industries. This includes serving as Director of eCommerce Practice for a Montreal-based High-Tech startup (U-Force), acting as Program Consultant for the European Sales Engineering division of Cisco Networks, and working as project advisor and manager in various domains such as eLearning, R&D (computing), and Applied Research (climate physics).*

*In 2020, I authored the book "LEADERSHIP VELOCITY: COACHING APPROACH, BEST PRACTICES AND TOOLS TO ACCELERATE THE DEVELOPMENT OF LEADERS", (available on **Amazon**)*

Education

Rutgers University, School of Business (Executive Education)

MINI-MBA, DIGITAL MARKETING (2023)

University of Toronto, Rotman School of Management (Executive Education)

EXECUTIVE PROGRAM IN SUSTAINABILITY LEADERSHIP AND INNOVATION (2023)

Royal Roads University

GRADUATE CERTIFICATE, EXECUTIVE COACHING (2012)

University of Quebec in Montreal (School of Management Sciences)

EXECUTIVE MBA (1999)

University of Quebec in Montreal

DIP., SOCIAL SCIENCES & EDUCATION (1996)

McGill University

M.SC., CLIMATE PHYSICS (1996)

McGill University

B.ENG., MECHANICAL ENGINEERING (1992)

Licenses & Certifications

- P.Eng - Professional Engineer - Ordre Des Ingénieurs du Québec (OIQ)
- ACC (Associate Certified Coach), International Coaching Federation (ICF)
- PCC (Professional Certified Coach), Int'l Coaching Federation (ICF)
- Pragmatic Institute (Product Mgmt/Marketing Certification, 2002 - 2008)
- Various certifications to use diagnostic tools & psychometric assessments.

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Key Skills

- Business Strategy
- Strategic Planning
- Go-to-Market Strategy
- Digital Marketing
- Brand Management
- Product Management & Marketing
- Innovation Management
- Sales & Customer Experience
- Financial Analysis & Budget Management
- Engineering, R&D & Innovation
- Team Leadership
- Organizational Development
- Sustainability (ESG)
- Coaching & Consulting

Clients & Mandates

- **SOME OF MY PAST CLIENTS INCLUDED** (IN ALPHABETIC ORDER): ACASS (*Aviation Management*), ACCQ (*Association of Colleges*), ACI (*Airport Council Int'l*), AeTrade (*African E-Trade Group*), AirBnB, AXCAN Pharma, Bombardier Aerospace, BotaBota (*Hospitality*), Bugatti Group (*Retail*), CAUSE Canada (*NGO*), CDPQ (*National institutional investor*), Cisco Systems, Concordia University, Expresco (*Food processor*), FDP (*Financial management services*), Ford of Canada, Futurpreneur (*Investment banking*), GELOSO (*Wine & Spirit*), LeGroupeMaurice (*Real estate & hospitality*), Hillhurst Community Center (*NGO*), INTACT Insurance, LAURA Canada (*Fashion retailer*), MultipleMedia (*Web agency*), OIQ (*Engineering professional association*), OTSUKA Pharma, Ottawa Police Services, Rapid7 (*Cybersecurity software*), Salvation Army (*NGO*), SSI (*Engineering, specialized manufacturing*), TC Transcontinental (*Print & Media*), TD Bank, Telecon (*Engineering services*), Ultra (*Specialized electronics*), UNESCO (*NGO*), Vanilla Software, Scholle Packaging (*Manufacturing*), ROGERS (*Telecom & Media*), World Anti-Doping Agency (*NGO*), VON (*Victoria Order of Nurses, Healthcare*), Warner Brothers (*Media*).
- **SOME OF MY PAST MANDATES INCLUDED:** Management consulting (*strategic planning, management advisory services*); Diagnostics and assessment services; Individual coaching (*leadership, executive*); Team coaching (*performance, development*); Instructional development (*elearning, classroom training*); Training & group facilitation (*executive education*); Public speaking (*conference presentation*).

Hobbies

- Travelling
- Working out
- Cycling (Mountain, gravel & road bikes)
- Skiing (Cross-country, Alpine and Mountaineering)
- Outdooring (hiking, paddleboarding, camping)
- Writing (Working on a second book on the topic of *Organizational Excellence*)
- Fathering & Spousing (supporting my two teenagers and my lovely wife with their various personal and professional endeavours)