

# 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, and later as Vice President of Marketing for LeadsOnline, I leverage my expertise to oversee product strategy and roadmap, foster business model transition to SaaS, 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

LEADS ONLINE (2023 – TODAY)

RESPONSIBILITIES: *Led marketing, brand, and go-to-market strategy; enhanced brand awareness among public safety, law enforcement, and forensic labs. Co-led transition from Hardware to SaaS model. Organized international Firearm Forensics and Intelligence conference. Managed cross-functional teams and budgets for integrated marketing campaigns, leveraging data analytics to align with business goals. Drove industry-leading solution positioning, relationship building, innovation pipeline, thought leadership, and segment expansion.*

### Head of Marketing & Product Management

ULTRA FORENSIC TECHNOLOGY (2020 – 2023)

RESPONSIBILITIES: *Led marketing, brand, and go-to-market strategy; boosted brand awareness in public safety and law enforcement sectors. Co-led Hardware-to-SaaS transition. Organized global Firearm Forensics and Intelligence conference. Managed cross-functional teams, budgets, and integrated marketing campaigns using data analytics. Completed TAM assessment. Drove solution positioning, relationship building, innovation, thought leadership, and segment expansion.*

### Program Director

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

RESPONSIBILITIES: *Program Designer, Director and Lecturer for two Executive Education Programs: 1. Mini-MBA for STEPs (Science, Technology & Engineering Professionals) – 12-day program, and 2. Management Skills Certificate – 9-day program.*

### 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 Development Programs, Management Consulting and Coaching services (partial client list: AirBnB, Ford Canada, Otsuka Pharma, Ottawa Police, Bombardier, OIQ, Rogers Media, TD Bank, FuturPreneur...).*

### Strategic Partner & Leadership Coaching Practice Lead

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

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

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## 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.

## 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 (SaaS)

TELUS (2003 – 2008)

RESPONSIBILITIES: Led market research, solution design, launch, and P&L management for a portfolio of SaaS 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)

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## 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.

## Key Skills

Business Strategy ■ Strategic Planning ■ Go-to-Market Strategy (B2B-B2G, SaaS)  
■ 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) ■ Management Consulting ■  
Coaching (Executive, Leadership, Team)

## 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)