

Paul Herron

Partner, Strategic Initiatives



Based in Victoria, British Columbia, Canada

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Areas of Focus & Expertise

- **Business Development**
- **Finance**
- **Strategy**
- **Relationship Management**
- **Data Monetization & Organization**

I am a tech strategist and business development expert with over 35 years of experience guiding tech companies through strategic thinking to develop new business channels and secure accretive opportunities. Equipped with an extensive financial background, I also focus on data governance and risk compliance in relationship to technology. I effectively maximize data to help clients achieve financial goals, ensuring all client transactions result in win-win outcomes.

A member of the Strategic Initiatives team at Avantage, I have been instrumental in growing business operations, and have excelled at recruiting consultants and industry experts. My expert ideation and forward-thinking strategies helped Avantage secure a business relationship with Data Sentinel to represent their West Coast operations in Canada and the US.

Throughout my career I have worked with early-stage tech companies to energize their growth strategy and secure their success in a competitive marketplace. To date I have successfully built four independent tech companies, growing each company from a blank canvas to an established organization.

When I'm not strategically growing tech companies, I am an avid outdoorsman and can be found hiking, paddleboarding and spending time at my cabin on Salt Spring Island.

Education & Professional Accreditations

- BA Economics – University of Western Ontario
- BA Finance – York University
- Family Business Dynamics Diploma – The Wharton School, University of Pennsylvania
- Effective Communication Diploma – The Wharton School, University of Pennsylvania

Featured Services

Governance Risk & Compliance
Strategy & Planning
Execution & Performance
Management

Technology Solutions

Data Sentinel
Cloud Platforms
including Azure & Snowflake
Various ETL Tools

Companies

Rogers
Mawer
AGF

About avantage

For over 15 years, Avantage has been building a trusted brand, engagement by engagement. We are privileged to serve the organizations we work with, that include some of the most recognized brands in the world.

Our growth strategy is based on providing the specialized skills required to help our leading enterprise clients adopt the modern capabilities required to compete and innovate in a disruptive world. With a results based approach, we combine great people with advanced IP, tools and systems, that positions us a notch above in a highly competitive marketplace.

