



Joel Liederman

Senior Advisor, Planning and Pipeline

Mr. Joel Liederman is an accomplished senior executive with over 40 years of high technology company leadership, domestic and international marketing expertise, and venture capital experience in high technology industries. His educational background includes a Bachelor's Degree in Electrical from McGill University and a MBA from Concordia University (specialization in international marketing and finance). Mr. Liederman's responsibilities have included roles as CEO of a next generation mammography machine company (XLV Diagnostics), CEO of a solar materials company (QD Solar), Vice President, Physical Sciences at MaRS Innovation (a commercialization engine and venture capital investor for the organization's 15 members (including the teaching hospitals and the major universities in the GTA)). Mr. Liederman has a proven track record in supporting early stage companies with a unique mix of "company builder" strengths in corporate governance, project management, marketing, business development, client relationship development and management, strategic planning, communications and problem solving. While at MaRS Innovation, Joel was instrumental in helping to launch XOR. Joel participates as a member of XOR's executive management team providing strategic company builder assistance.