

Ashlyn Bernier, samdesk COO, Joins SaaSCan for Startups Advisory Board

Canadian SaaS startups to benefit from appointment of Western Canadian SaaS operator, Ashlyn Bernier, to the SaaSCan for Startups Advisory Board.

OTTAWA, Sept 29, 2022 – SaaSCan for Startups, an organization dedicated to enabling Canadian SaaS startups to succeed through credible, Canadian-focused SaaS metric research set in a global context, is delighted to welcome Ashlyn Bernier to its Advisory Board.



The SaaSCan for Startups Advisory Board is composed of Canadian SaaS leaders from coast-to-coast including founders, C-suite executives, incubators, accelerators, and investors. Its role is to advise SaaSCan on how best to educate and empower Canadian SaaS startups on topics related to SaaS metrics and benchmarks.

Ashlyn is COO at Edmonton-headquartered [samdesk](#), a real-time, crisis alerting platform, powered by big data and AI, where she has been a co-pilot in building the company from the ground up. Ashlyn led samdesk through multiple fundraising rounds, most recently a \$13.5M Series A.

She was an inaugural Board Member at Innovate Edmonton, a Board member at Rapid Fire Theatre Society, and previously established and scaled the Venture Mentoring Service at the University of Alberta. Ashlyn holds an MBA and PhD from the University of Alberta.

Ashlyn joins current Advisory Board Members Nicholas Noel, Chief Transformation Officer at PointClickCare; Isaac Souweine, Partner at Pender Fund; and Allan Wille, Co-founder and CEO at Klipfolio.

About SaaSCan

[SaaSCan](#) was created to bring deep experience in customer-centric growth and SaaS metrics to Canada's growing SaaS ecosystem.

SaaSCan for Startups in particular was born in the early days of COVID-19 to conduct research that enabled Canadian SaaS companies to understand COVID's impact on churn and retention. It has expanded to provide enablement for SaaS startups on SaaS metrics research and benchmarks, to accelerate their growth and success.

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