

Osler Virtual Fireside Chat: The story of Symend and Hanif Joshaghani

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Building strong relationships and demonstrating its operational capabilities has been critical to Symend in successfully raising three successive rounds of institutional capital, particularly during the early days of the pandemic when investors were reforecasting their businesses amidst the uncertain times. Symend's reputation has also allowed it to capture nearly 100% of the Canadian telco market for its digital engagement strategies platform product, while the company makes further inroads in the banking sector.

Recruiting experienced sales leaders who have been where the company is heading, and who can draw from their best practices, has helped avoid some potential pitfalls. Working virtually during the pandemic has been an advantage in finding some of this talent globally.

In a fireside chat with [Chad Bayne](#), Founder, and Co-Chair, Osler's [Emerging and High Growth Companies Practice](#), [Hasif Joshaghani](#), Co-Founder, and CEO, of [Symend](#), discusses:

- the challenges of seeing Symend's employee base grow fivefold during the course of a year
- the importance of crisp and well-prepared investor presentations
- having a good reputation and track record, and
- working towards the goal of being one of Canada's largest tech companies.

[Watch the fireside chat](#)