

ROBERT BEAUDOIN CARREER SUMMARY

Back as a marketing & communication consultant on his own account after serving as President and Owner of Republik Advertising + Design Inc. from 2000 to 2015, Robert accompanies clients that choose to take advantage of changing market conditions instead of bearing their consequences.

Master degree in Commercial Sciences, major in Marketing from the Universtiy of Sherbrooke. Robert has more than 40 years of experience in marketing, sales and communications. On the client side for 11 years, he held management positions at world-class companies. More than 20 years for advertising agencies of all sizes and the rest of his career at the helm of Beaudoin Marketing, his advisory firm.

From 1993 to 2000 and since 2015, Beaudoin Marketing inc. carried out marketing strategic plans and corporate positioning mandates for clients such as Samcon, Octane Strategies, BTLF, Nurun, Bell Canada, Groupe San Francisco, Hôtel Le Chantecler, Hôtel Le Méridien, Le Groupe Archambault, Les Ailes de la Mode and Natrel. Similar implementations have been made for advertising agency clients such as Canada Vacations, National Bank and Tourism New-Brunswick.

His clients' roster at Republik included the Association des Médecins du Québec, Ansell Canada, AXA Canada, , Blakes (business lawyers), Campagna Motors (T-REX et V13R), CFA Montréal, Canadian Tourism Commission, Casey's, Chemineaud Brandy, Children's Wish Foundation (Canada), CIL, CORPIQ (association of rental building owners), Cushman & Wakefield, Desjardins, East Side Mario's, Europe's Best, FADOQ, GardaWorld, Glutenberg, Hydro-Québec, In Foods (incuisin, insnax), Integrim, Jefo, Lexus (Montreal), Loranger Marcoux (labour relations lawyers), Maxi Dry Gin, Mercedes-Benz (Montreal), Multi-Prêts, National Bank Financial, Orchestre symphonique de Longueuil, Ordre des Pharmaciens du Québec, Parkbridge Lifestyle, Porsche (Quebec), Proment, Rêve d'enfants (Quebec), Services aux Médecins MD, SPCA, St-Léger Scotch, Toyota (Quebec) and Ville de Montréal.

EDUCATION

MASTER OF COMMERCIAL SCIENCES (M.SC.COMM.) Major in marketing

Université de Sherbrooke

CERTIFIED ADVERTISING AGENCY PRACTITIONER

Institute of Canadian Advertising

ADVANCE ADVERTISING COURSE

Advertising and Sales Club

AIRLINE MARKETING COURSE

Management Centre Europe

PUBLIC SPEAKING

American Management Association (L.A.)

CAREER SUMMARY

Since 2015

BEAUDOIN MARKETING INC.

President and Owner

2000 - 2015

REPUBLIK ADVERTISING & DESIGN

President and Senior Partner

1993 - 2000	BEAUDOIN MARKETING INC. President and Owner
1990 - 1993	AUBERGES DES GOUVERNEURS INC. Vice President, Marketing and Sales
1987 - 1990	GROUPE MORROW Vice President, Strategic Planning
1983 - 1987	COSSETTE MARKETING-COMMUNICATIONS Director, Client Services
1979 - 1983	AIR CANADA Manager, Marketing Environment Advertising Manager
1978 - 1979	PUBLICITÉ BATES INC. Account Supervisor
1978	QUÉBECAIR Director of Marketing
1975 - 1978	ATLIFIC INNS INC. (Holiday Inn) Director of Marketing Director of Advertising
1974 - 1975	B.C.P. PUBLICITÉ Account Executive
1973 - 1974	BELL CANADA Communications Consultant

BOARDS OF DIRECTORS

LES SERRES LEFORT (largest Québec greenhouse organic producer)

Member of the Advisory Committee (since August 2016)

MONTREAL WOMEN'S Y FOUNDATION

Member of the Board (since 2016)

President of the Communication and Awareness Committee

MONTREAL ALZHEIMER SOCIETY

Vice-Chairman of the Board (since July 2016)

Member of the Board (since 2014)

BOIS URBAIN (social reinsertion via woodworking learning techniques)

President of the Fundraising Committee (2011-2013)

Member of the Board (2007-2013)

CHAMBRE DE COMMERCE DE MONTRÉAL

Member of the Economic Advisory Committee (2006-2010).

FONDATION DU CENTRE JEUNESSE DE MONTRÉAL

Member of the Board (2004-2009)

ORCHESTRE SYMPHONIQUE DE LA MONTÉRÉGIE

Member of the Board of Governors (since 2001)

Chairman of the Board of Governors (2004-2007)

Chairman of the Board of Directors (1996-1999)

Member of the Executive Committee (1990-2001)

Member of the Board (1987-2001)

PUBLICITÉ CLUB DE MONTRÉAL

Member of the Board and President of the Recruitment Committee (2002)

LES SORTILÈGES

Chairman of the Board (1987-1988)

Member of the Board (1985-1986)

CONFERENCES

JOURNÉE INFOPRESSE

Conference on the new Branding of Fadoq and how to reach Baby Boomers

ORDRE DES COMPTABLES DU QUÉBEC

Author of a Marketing Seminar

CENTRE DU COMMERCE MONDIAL

Conference on the '90 Tourism Industry

CLUB DE MARKETING UQAM

Conference on Club des Gouverneurs (loyalty program)

TEACHING

UNIVERSITÉ DE MONTRÉAL (HEC)

Author and Part-time Teacher – Advertising course

UNIVERSITÉ DU QUÉBEC À MONTRÉAL (UQAM)

Author and Part-time Teacher – Advertising course

UNIVERSITÉ DU QUÉBEC À MONTRÉAL (UQAM)

Author and Part-time Teacher – Promotion course