

## **Tourisme Montréal welcomes Sylvie Charette as Vice-president – Marketing and Strategy**

**Montréal, September 21, 2021** — The Tourisme Montréal team is pleased to welcome Sylvie Charette as Vice-President Marketing and Strategy. Starting in the week of October 11<sup>th</sup>, she will design and implement marketing strategies aimed at developing and positioning Montréal's tourism brand on the international scene, with leisure, business, travel specialists and foreign journalists. She will lead five key divisions of the organization, supported by multidisciplinary professionals, she will be responsible for maintaining effective and harmonious relationships with her counterparts in Québec, Canada and internationally.

Ms. Charette stands out with an impressive track record in which she has demonstrated a particular gift for reaching and exceeding objectives. Its success is inspired by four fundamental principles: passion, collaboration, caring and commitment.

For nearly 25 years, she has held marketing vice-presidency positions in major companies such as Rogers Communications, Videotron and Via Rail Canada. In her professional career, Ms. Charette has participated in and orchestrated important projects that has successfully contributed to performing brands such as Nespresso and more recently Fizz.

Ms. Charette's mastery in planning, organizing, management and operations in her previous experiences augurs well for further success at Tourisme Montréal. Combined with her inspiring professional values, she will contribute to the development of high-performance teams, the launch of innovative campaigns and the development of profitable business relationships.

"I am very happy to welcome Sylvie Charette to our great team of professionals and leaders dedicated to promoting Montréal as a tourist destination," said Yves Lalumière, President and CEO of Tourisme Montréal. "With her unparalleled experience in all aspects of business and significant professional achievements, I am sure that Ms. Charette will enable Tourisme Montréal to reach new heights while continuing to develop Montréal as a top tourist destination around the world."

### **About Tourisme Montréal**

Tourisme Montréal is a 100-year-old private, non-profit organization that works to position Montréal as an international-calibre leisure and business travel destination. Uniting nearly 1,000 businesses and organizations working directly or indirectly in tourism, Tourisme Montréal plays a leading role in the management and development of Montréal's tourism business, and

makes recommendations on issues surrounding the city's economic, urban and cultural development. For more information, go to [www.mtl.org](http://www.mtl.org).

– 30 –

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