

Tourisme Montréal welcomes Dany Pedneault as Director – Marketing and Communications

Montréal, August 31, 2021 — The Tourisme Montréal team is pleased to welcome Dany Pedneault as Director – Marketing and Communications. Starting on September 7, 2021, he will oversee the development and implementation of communication campaigns and strategies targeting leisure, business and sports travellers in all geographic markets. He will be responsible for a team of about 15 employees dedicated to promoting Montréal as a world-class tourist destination and will work in partnership with our agencies.

Mr. Pedneault holds a bachelor's degree in Business Administration specializing in marketing from the Université du Québec à Montréal. Over the course of his university studies, he diversified his experience through an exchange program at the ESC Lille School of Management, where he earned a certificate in international marketing management.

A pioneer in the field of digital media in Québec, Mr. Pedneault has 15 years of experience contributing to the success of international campaigns in more than 10 countries. Upon joining the renowned Cossette agency in 2006, he helped to establish their search engine marketing unit. Most recently, he was the Associate Vice President responsible for customer experience, digital media, for all the Omnicom group's agencies in Québec.

Overall, Mr. Pedneault has worked on the design and deployment of campaigns for more than 150 renowned clients in various fields, such as Tourisme Montréal, the Alliance touristique du Québec, VIA Rail Canada, the Gouvernement du Québec, Cogeco, Intact Financial Corporation and Le Groupe Metro. His exceptional work has been rewarded many times at the *Prix Média Infopresse* and the Media Innovation Awards.

"I am very happy to welcome Mr. Pedneault 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 Mr. Pedneault's unparalleled strategic vision and vast experience in different fields, including tourism, he will be an important asset in positioning 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.

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