

In 25 words

Seasoned sales, business development & marketing professional, proficient in innovative and challenging business environments. Go getter, tactician, result-oriented. I love to learn, educate, challenge (and be challenged).

Experience

Director of Sales



ITF Technologies Inc. – Member of O-Net Group (China)

Dates Employed: Jan. 2023 – Aug. 2025

Location: Montreal, Canada

Responsible for Sales and distribution, increased operating margin of +40% and sales growth of +50%, steered the project to bring back the company 100% Canadian (Worldwide).

Chief Revenue Officer (CRO)



EHVA Inc. -

Dates Employed: Mar. 2022 – Nov. 2022

Location: Quebec, Canada

Responsible for Revenue generation, Sales activity and tenders, Photonics Integrated Circuits (PIC) test solutions (Worldwide).

Director of Sales, AMR-APAC & Distribution



LeddarTech -

Dates Employed: Jun. 2017 – Mar. 2022

Location: Quebec, Canada

Responsible for the development of Automotive Tier-1 partners and OEM end customers for 3D LIDAR system on chip solution (Americas, APAC).

Business Development Manager



EXFO –

Dates Employed:

3-Aug. 2015 – Jun. 2017

2-Jan. 2004 – Aug. 2009

1-Sep. 1995 – Sept. 1996

Location: Quebec, Canada

(3) Responsible for the development of the Data Center market, supporting sales teams (Americas, EMEA, APAC).

(2) Passive Optical Network (PON), Cable MSO & Enterprise markets verticals (Americas, EMEA, APAC).

Sales Director - International & Canada



handyem –

Dates Employed: Jan. 2013 – Aug. 2015

Location: Quebec, Canada

Responsible for the customers and sales partners development and support for an Innovative flow cytometry system (EMEA, APAC, China).

Business Development Manager

TeraXion -

Dates Employed: Aug. 2009 – Jan. 2013

Location: Quebec, Canada

Responsible for the customers and sales partners development and support, fiber-optic components, Laser & sensing system markets (Worldwide).



Product Line Manager

Coractive High-Tech –

Dates Employed: Mar. 2002 – Dec. 2003

Location: Quebec, Canada

Responsible for the product management of the specialized optical fibres portfolio (silica & chalcogenide).



Market Development Manager

Nortel Networks -

Dates Employed: Jan. 1999 – Nov. 2001

Location: Montreal, Canada

Responsible for the development of the Optical carriers/ Utilities customers in North East USA, Ontario, and Quebec markets.



Marketing Director

COGECO Cable -

Dates Employed: Sep. 1996 – Sep. 1998

Location: Trois-Rivières, Canada

Responsible for the branding, marketing of High-speed Internet over cable service.



Education

MIT Sloan School of Management

Lecture: Innovation

Dates: Sept. 1999 – Mar. 2000



Université de Sherbrooke

MSc.: Marketing and Diffusion of Innovations

Dates: Sept. 1994 – Jul. 1995



Université Laval

Bachelor: Marketing

Dates: Sept. 1988 – Jul. 1992

Activities and Societies : AESAL, Jeux du Commerce, Fonds d'Investissement FSA

