

Rachel Laplante

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French, English, Spanish and Italian, Microsoft office and database
Interest in new technologies

Objectifs

Collaborate with motivated teams. Deploy all growth opportunities for the influence of an organization. Be an ambassador-promoter and create strategic alliances generating exponential benefits.

Create projects that are important to me, fund them and make a difference in the community in the education, environment, culture, arts and creativity sector in Canada.

Experiences

President, TDA communications

Montréal, 2017-

- Fund projects, events, festivals.
- Structure the sponsorship offer, define sponsorship properties, build a visibility platform and create corporate partnerships in collaboration with stakeholders.
- Client: Eurêka Festival, Montreal McCord Stewart Museum, etc.

Director, Sponsorship developpement, OSM

Montréal, 2007-2017

Regular-summer season, international tours, special events, structuring projects, etc.

- Generate \$10M in new sales and manage over \$25M in sponsorships (in 10 years)
- Structure the department. Redefine sponsorship properties. Build a visibility platform and create strategic alliances as well as partnerships between the OSM, corporate and governmental affairs in collaboration with the Board of Directors

Vice-president, strategic alliances, Sensation mode

Montréal, 2003-2007

Fashion & Design Festival, Montreal and Toronto and Montreal Fashion Week

- Generate \$2M in new sales. Increase sales by 200% (in 4 years).
- Increase notoriety by bringing in renowned sponsors. Build strategic alliances and design new revenue streams. Create original programming for festival-goers. Build alliances between AMEX and the merchants of the Eaton Center, Place Montreal Trust and Les Ailes de la mode.



Suite..

Education

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|---|-----------|
| UQAM, BAA, Tourism and Hospitality Management | 1991-1995 |
| UDM, Minor communication and Italian | 1989-1991 |
| Maisonneuve College, DEC in Arts and Letters | 1987-1989 |

Skills

25 years of experience: partnership development, marketing and communications.

Diversified experience: cultural, fashion, advertising, travel, training and customer service sectors

Sense of leadership, analytical and strategic mind, proactive and dynamic personality. Communication skills.

Creativity and successful project completion.

Gatherer and ability to influence a large network of contacts.