



Lucie Bouthillette has held the position of Vice-President Marketing, Communications and Business Development at Provencher\_Roy since 2011, the date on which she joined the management team. During this time, the number of employees grew from 120 to over 250, and today the firm offers integrated services in architecture as well as urban planning, urban design, landscape, interior design, industrial design, and graphic design.

After graduating in industrial design from the Faculté de l'aménagement of the Université de Montréal in 1985, Ms. Bouthillette first worked in the design field before evolving over time into communications, marketing and business development from her experience and continuing education.

Ms. Bouthillette has significant experience in developing strategic communication projects as part of a multidisciplinary team. Before joining Provencher\_Roy, she held the positions of Director of Commercialization (from 2004 to 2009) and Senior Director, Institutional Communications (from 2009 to 2011) at Mouvement Desjardins, where she was in charge of managing the group's brand and institutional advertising in the Executive Communications Division.

Involved in communications and design fields, she has sat on the boards of directors of the Montreal Museum of Fine Arts' Association of Volunteer Guides, foundation of the Centre de réadaptation Marie-Enfant of UHC Sainte-Justine and Mission Design.