



Julie Cusson

Director, Public Affairs and Communications
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EDUCATION

Master's Degree in Economics

1997 – 2000

École des sciences de la gestion, Université du Québec à Montréal

Bachelor's Degree in Economics

1994 – 1997

Université de Montréal

WORK EXPERIENCE

Director, Public Affairs and Communications

Boralex, Montreal

2016 - Present

MANDATES:

- Provide the strategic vision of Boralex in public affairs and communications for all its markets in order to support the company's business plan
- Take a leading role in governmental and media relations
- Coordinate communication actions in close collaboration with the Development department to get social acceptability within host communities
- Participate in the production and the dissemination of financial documents and various internal and external communication tools to position strategically the company's messages
- Ensure the execution and respect of Boralex's branding with all its audiences
- Represent Boralex within various committees in trade associations (CANWEA, AQPER, etc.)
- Lead the Communication department team and member of the Executive Management team

Senior Director, Public and Government Affairs

Valero Energy Inc. (formerly Ultramar Ltd.), Montreal

2014 – 2016

MANDATES:

- Redefine the company's public and government affairs strategy for all of the Canadian operations, including government relations at the federal, provincial (Ontario, Quebec and Atlantic) as well as at the municipal levels
- Change the positioning of philanthropic and sponsorship activities and manage a major organizational overhaul of the public and government affairs team in order to support this new strategy
- Act as the company spokesperson with the media and various stakeholders
- Member of the Canadian management team

Corporate Director, Communications

GLV Group, Montreal

2012 – 2014

MANDATES:

- Design and implement a global communication plan for the parent company (GLV Group) and the main subsidiaries (pulp and paper and water treatment sectors) in order to increase their visibility with their various stakeholders (customers, investors and employees)
- Assist the President and Chief Executive Officer of GLV Group with all of his communications in order to increase his visibility internally as well as externally
- Improve GLV Group's presence in Quebec and Canadian financial media

Director, Communications and External Relations

Iron Ore Company of Canada (IOC)/Rio Tinto, Montreal

2010 – 2012

MANDATES:

- Develop the communications and external relations branch by redefining mandates and building teamwork
- Establish action priorities based on best practices of the Rio Tinto global group
- Improve employees' commitment to the organization
- Increase the company's visibility with various internal and external stakeholders and promote its commitment toward social responsibility
- Develop and implement appropriate strategies and communications tools
- Company spokesperson

Director, Public Relations and Marketing

Gaz Métro, Montreal

2002 – 2010

MANDATES:

- Manage a team of 18 people in order to integrate all communications strategies and tools for the company's key audiences (clients, shareholders, partners, general public). This new team brings together the Public Affairs Department and the Marketing and Web Communications Department
- Lead the public affairs activities. More specifically, manage media relations, donations and sponsorships, relationships with municipalities and communities, crisis management, and all corporate publications for Gaz Métro
- Implement the company's new 2009-2013 strategic plan by developing the new communication-related plans
- Act as an advisor for senior management
- Coordinate relations between financial partners of the Seigneurie de Beaulieu wind power project and look over community relations for this specific project
- Negotiate various aspects of the gas network extension with provincial and municipal governments

Director of Economic Research Conseil du patronat du Québec, Montreal	February 2003 – January 2004
Economist Manufacturiers et exportateurs du Québec, Montreal	2000-2002
Economist, Economics Division Parliamentary Research Branch Library of Parliament, Ottawa	1999

OTHER ACTIVITIES AND VOLUNTEER WORK

➤ Member of the Board of Directors for the orchestra Les Violons du Roy	Since May 2017
➤ Member of the Board of Directors for Transition énergétique Québec	Since April 2017
➤ Member of the Board of Directors for the Association des économistes québécois	Since May 2016