

François Boulet

On the Internet since 1989, active in the Canadian new media industry as manager in many innovative companies.

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more info at : <http://fb.interlude.net>

SUMMARY

Executive Positions

- Vice-president, Interactive, Chaînes Télé Astral.
- Manager, Business Development and Archives, CBC/Radio-Canada.
- Vice-president, Content and Services, BRANCHEZ-VOUS!
- General Manager, Canoë.
- Production Manager, Cossette.

Accomplishments

- Developed first online ads in Canada 1995.
- Produced first version of Canoë in 1999.
- Development of content at BRANCHEZ-VOUS! in 2001.
- Created the CBC/Radio-Canada Archives website in 2002 (first important online video library in Canada).
- Redesigned Radio-Canada.ca in 2005.
- Redesigned Canalvie.com in 2007.
- « Les codes du C.A. décodés » on Radio-Canada.ca

Recognition

- Awarded prestigious Prix Italia for CBC/Radio-Canada Archives website.
- Won numerous "prix Boomerang", the Quebec interactive awards.
- Pushed radio-canada.ca from 24th to 4th position in the SECOR-COMMERCE Top 25 (2006).

Competencies

- Leader: building and mobilizing teams and partners.
- Visionary: analyzing and planning, supported by rigorous methodologies and 20 years of participation in Web development.
- Manager: conceiving innovative strategies and implementing them within technological, financial and human constraints.
- Bilingual.

PROFESSIONAL PATH

Content Director

2009 to now



- Development of web and television convergence projects.
- Conception of content strategies for clients in media and advertising.
- Management of accounts with these agency's clients : Ministère de la Justice, Ministère de la Famille, P2G (an Hollywood movie project), Novem, Ville de Laval, Éducaloi.

Vice-president, Interactive

2006 to 2008



- Responsible for developing business plans, budgets, etc. for all Internet activities.
- Made major contribution to the development of interactive and video content.
- Coordinated a team of 22 people.
- Managed content for 6 sites: Vrak.tv, Ztélé.com, CanalVie.com, CanalD.com, Series + and Historia.
- Repositioned and redesigned Vrak.tv and CanalVie.com transforming them from promotional sites into sites with rich content.

Manager, Business Development and Archives

2001 to 2006



- Created the largest online video archive in the world.
- Built and led technical and editorial teams in Montreal and Toronto; developed concept, content, technology configuration and financing; created partnerships.
- Formed a common services department with responsibility for publication and management tools and the Radio-Canada.ca home page.
- Redesigned the homepage and navigation of Radio-Canada.ca (2005).
- Developed and implemented a new business and partnership strategy.

Vice-president, Content and Services

2000 to 2001



- Helped to make BRANCHEZ-VOUS! Inc. (TSX: BZV) an important player on the Quebec Internet (network with more than 40 sites, more than 30 million pages views per month and more than one million unique visitors).
- Managed and coordinated twenty sites, including four new ones launched during my mandate.
- Managed a dozen employees during a period of rapid growth (and subsequent contraction).

General Manager

1999 to 2000



- Launched Canoe, the Québecor portal, in September 1999.
- Created and developed the site in record time (4 months).
- Recruited, trained and mobilized thirty employees.
- Managed and coordinated several specific services and six content zones.

Vice-president

1996 to 2002



- Contributed to the development of the Quebec web industry by getting involved in what is now known as the Interactive Advertising Bureau (IAB) of Canada.
- Coordinated a study showing the effectiveness of Internet advertising whose results were published in LA PRESSE in 2001 (see press review at <http://fb.interlude.net>).

Webmaster/Production Manager

1995 to 1998

COSSETTE

- In charge of the production of web sites Cossette and his clients.
- Supervised the production team.
- Performed needs assessment and proposed interactive communication solutions for Bell, Téléglobe, Le Mondial de la publicité francophone and CGI.
- Managed the first study on the measurement of on-line interactive activity in Quebec.

Internet Consultant

1995 to 1999

- The Electronic Commerce World Institute: first transactional website in Québec (Wrebbit).
- Téléglobe : Internet positioning.
- Radio-Canada International: redesign of the site.
- Infopuq: strategic planning.
- Cossette Communication Marketing: training, analysis and market studies.
- ÉNAP: strategic planning.
- FAO: website for an international conference.
- 2B-Interactive: market studies for Cirque du Soleil and Gaz-Métropolitain.
- Magazine Sympatico: copywriter.
- WEBDO (groupe suisse Ringier) : covered Internet Society conference in 1998.

Researcher

1989 to 1995



- Various research in support of strategic planning and program evaluation.
- Involved with Internet starting in 1989 thanks to my friends of Infopuq and IT as well as “Cyber”, our mainframe computer.
- Processing and analysis of quantitative and qualitative data.
- Creation of an intranet (1994).
- Creation of one of the the first popular Internet portals in french.

Président

1992 to 1997



- Established the organization’s mission and led its development.
- Promoted cycling in the Quebec City area to government authorities and the media.

VISIBILITY

- Regular guest panelist (e.g. ‘The future of television’, Infopresse, April 2008).
- Industry adviser (e.g. , provided input to an industry report on “Les nouvelles plateformes de diffusion média”, 2008 – see my website <http://fb.interlude.net>).
- Dozens of mentions in the media over the years.
- Annual lecturer on cyber anthology at the École nationale d’administration publique (ÉNAP).

EDUCATION

Continuous training

- Work relations, brainstorming, time management, etc.
- The Leadership Program given by the Niagara Institute.

Éducation

- Management courses, Université Laval, 1990.
- Master of Arts (M.A.) in social sciences (anthropology), Université Laval, 1989.
- Baccalauréat (B.A.) with major in anthropology and minor in psychology, Université Laval, 1986.
- Diplôme d'études collégiales (DEC), Human Sciences with mathematics, CEGEP F.X. Garneau, 1981.
- Certificat d'études secondaires (CES), Collège des Jésuites, 1978.