



Biographical notes

François Lagarde

Vice-President, Communications

François Lagarde, M.A., has held the position of Vice-President, Communications, since 2012. He is responsible for orienting, managing and ensuring the synergy of all communication strategies used by the Foundation in connection with its philanthropic investments. He also advises the President, other members of the Executive as well as partners on public affairs and other strategic issues.

François Lagarde brings to the Foundation his exceptional experience and achievements in the area of communications. Since serving as Vice-President of ParticipACTION in the 1980s, he has acted as a specialized consultant in social marketing and communications for more than 170 community, public and philanthropic organizations at every level. Through his work, he has contributed to the design, implementation and evaluation of many social and behavioural change initiatives. The Foundation has called on his expertise on several occasions since 2005.

François Lagarde is an adjunct professor at the School of Public Health at the University of Montreal, where he teaches social marketing. Recipient of the University of Montreal Award for Excellence in Teaching, he has built up a solid reputation both nationally and internationally. As a sought-after speaker and trainer, he has taught in all the Canadian provinces as well as in 12 other countries and has written dozens of publications on social marketing and health promotion. Mr. Lagarde is also a member of the Editorial Board of *Social Marketing Quarterly*, and of the Editorial Advisory Committee of *The Philanthropist*. He also sits on the Board of Directors of the *Institut Mallet* as well as on the Local Advisory Council of the McGill Institute for Health and Social Policy.